

No.
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Jan.
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MAD

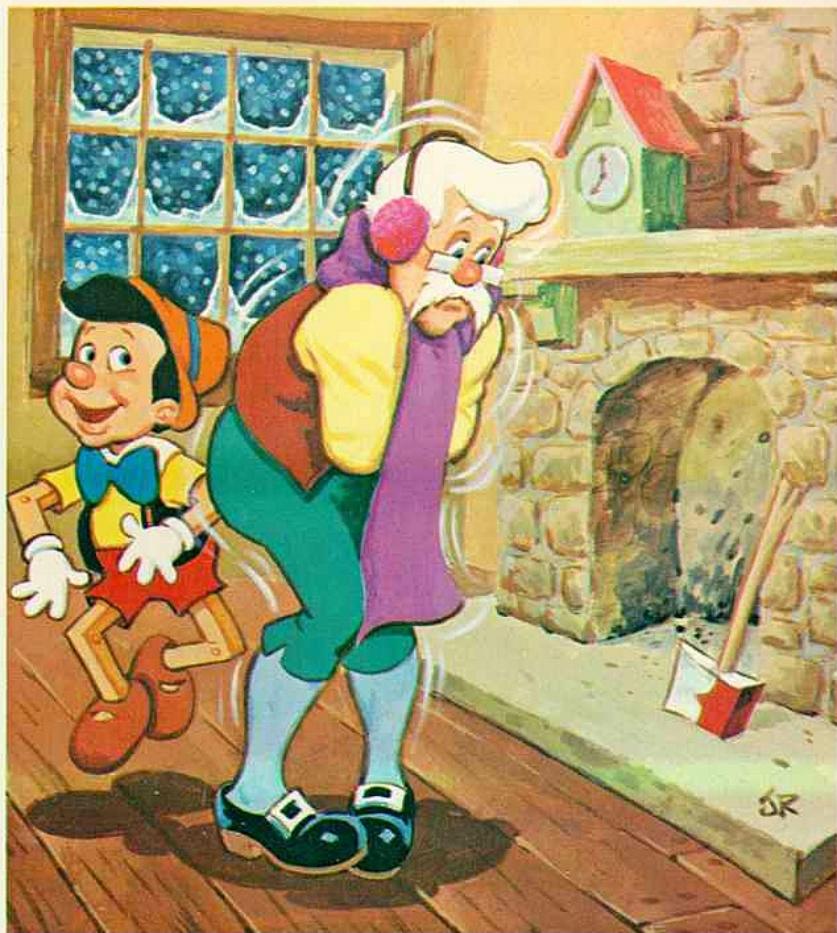
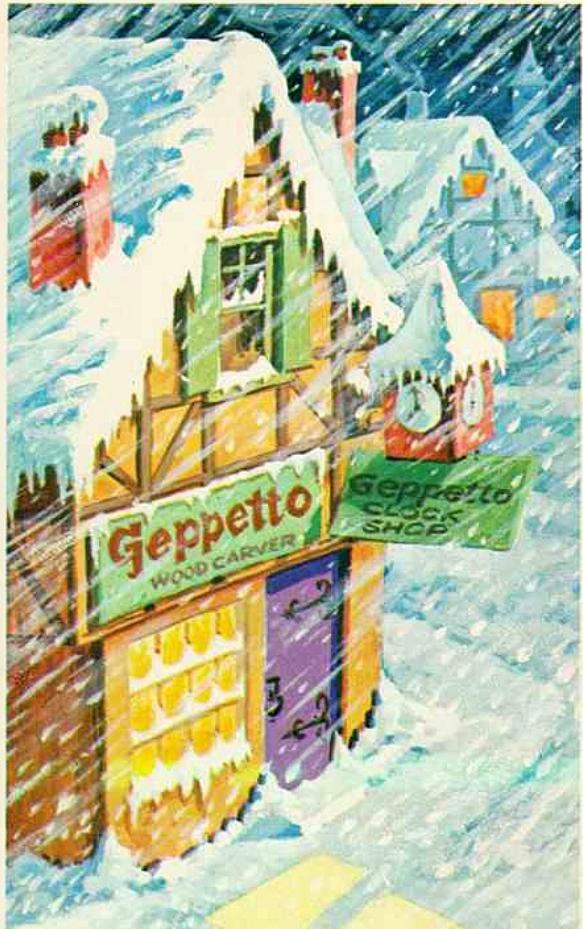
IND.

OUR PRICE
40¢
CHEAP



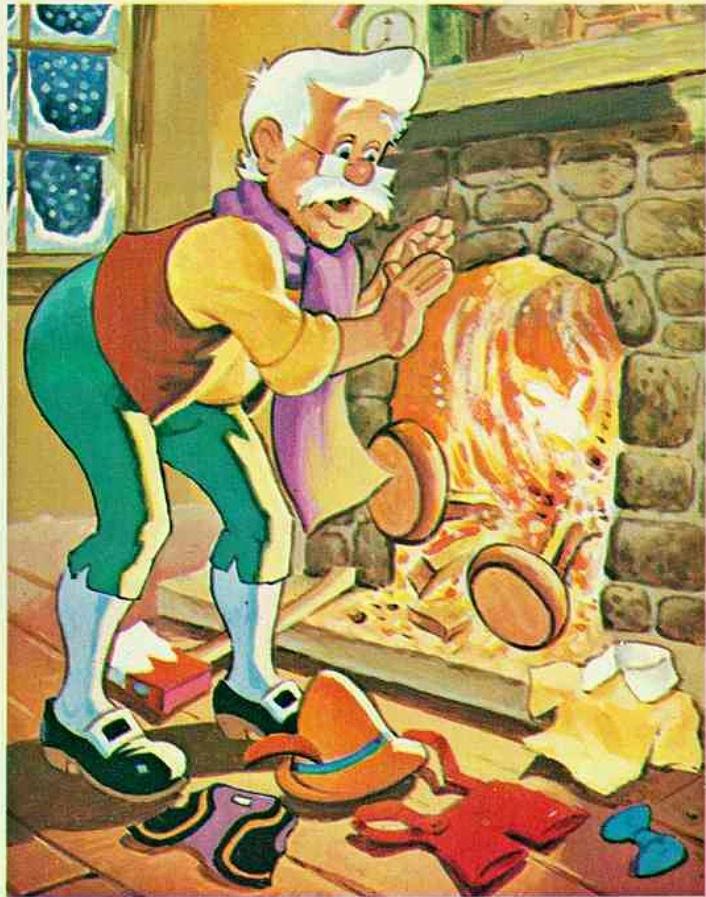
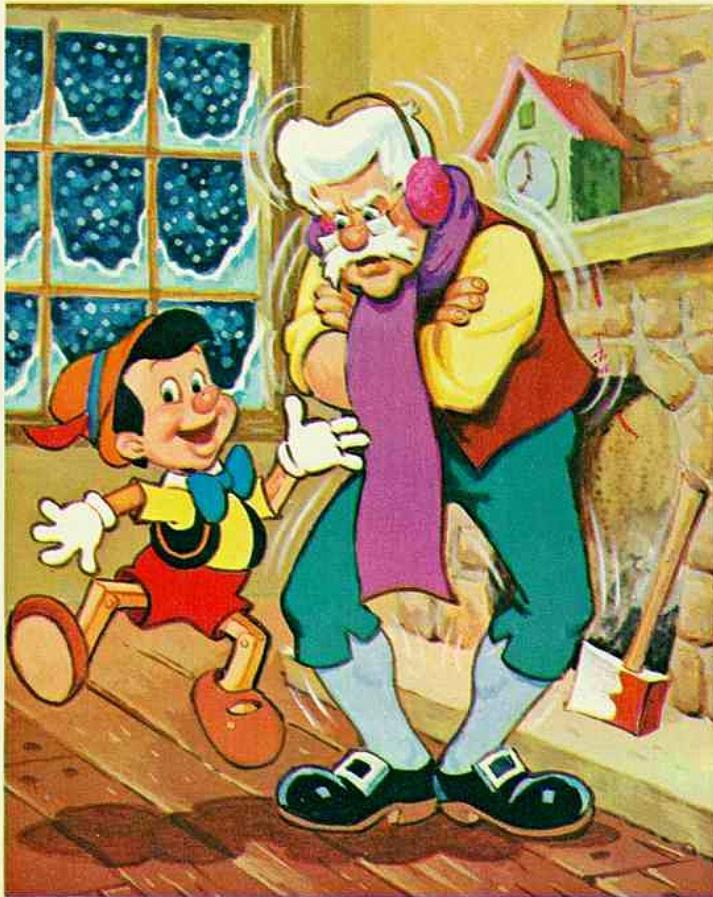
IN THIS ISSUE
WE TEAR APART
**"PAPER
MOON"**

Scenes We'd Like To See



ARTIST: JACK RICKARD

WRITER: DON EDWING



MAD

"Before arguing with your Boss, it may be well to look at both sides: His side...and the Outside!"—Alfred E. Neuman

WILLIAM M. GAINES publisher ALBERT B. FELDSTEIN editor

JOHN PUTNAM art director LEONARD BRENNER production

JERRY De FUCCIO, NICK MEGLIN associate editors

JACK ALBERT lawsuits

GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,
CURTIS ANDERSON, DAVID FRAZIER subscriptions

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—Jan. 1964, Volume 1, No. 164. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 19 issues \$7.00. Outside U.S.A., 19 issues \$8.75. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1973 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

"KUNG FOOL"
(A TV SATIRE)
Pg. 4



GRAND OPENING SALE



IF ALL
BUSINESSES
USED SALES
GIMMICKS
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"YECCH"
(A NEW-WAVE
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MAD'S
1973
CHRISTMAS
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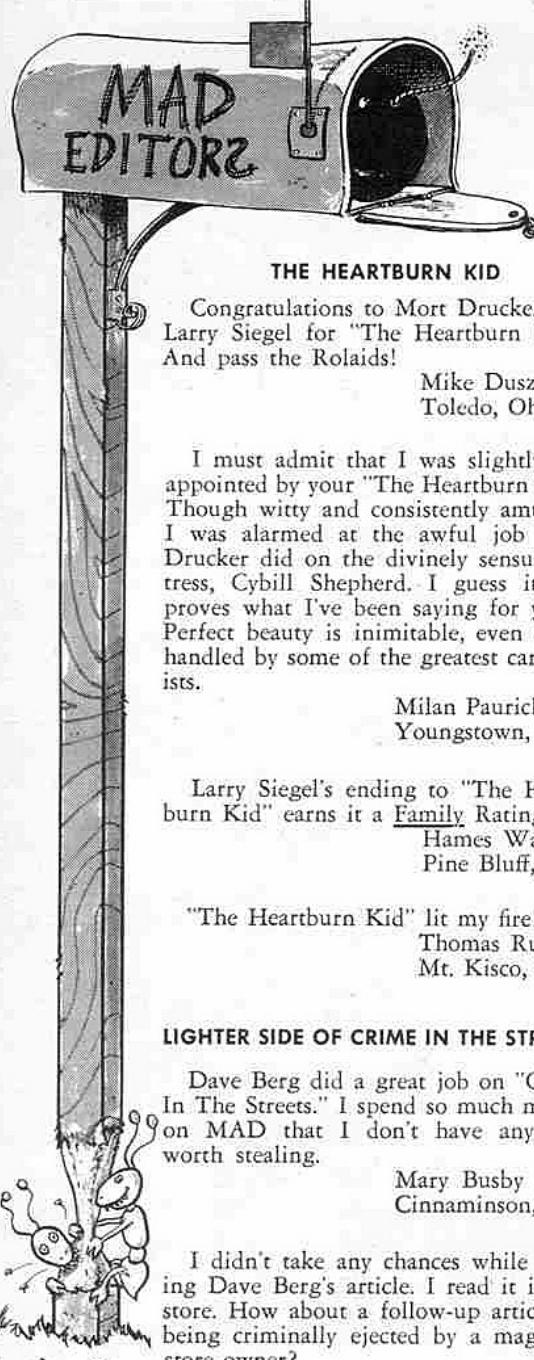
SHAKE 'EM
UP WITH
"MAD
RATTLES"
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"CAPER
GOON"
(A MOVIE
SATIRE)
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LETTERS DEPT.



THE HEARTBURN KID

Congratulations to Mort Drucker and Larry Siegel for "The Heartburn Kid." And pass the Rolaids!

Mike Duszynski
Toledo, Ohio

I must admit that I was slightly disappointed by your "The Heartburn Kid." Though witty and consistently amusing, I was alarmed at the awful job Mort Drucker did on the divinely sensual actress, Cybill Shepherd. I guess it just proves what I've been saying for years: Perfect beauty is imitable, even when handled by some of the greatest cartoonists.

Milan Paurich
Youngstown, Ohio

Larry Siegel's ending to "The Heartburn Kid" earns it a Family Rating!

Hames Ware
Pine Bluff, Ark.

"The Heartburn Kid" lit my fire!

Thomas Russo
Mt. Kisco, N.Y.

LIGHTER SIDE OF CRIME IN THE STREETS

Dave Berg did a great job on "Crime In The Streets." I spend so much money on MAD that I don't have anything worth stealing.

Mary Busby
Cinnaminson, N.J.

I didn't take any chances while reading Dave Berg's article. I read it in the store. How about a follow-up article on being criminally ejected by a magazine store owner?

Mark Kersey
Venice, Calif.

I pay tribute to Dave Berg for this and all his past and future "Lighter Sides!"

Jane Yeomans
Ft. Myers, Fla.

The biggest crime of all is the fact that someone so clever and talented as Dave Berg writes for your crummy magazine.

Michael Ratner
Brooklyn, N.Y.

I was really looking forward to reading Dave Berg's "The Lighter Side Of Crime In The Streets." But, before I could get home with it, the magazine was stolen!

Mary Hale
Long Lake, Minn.

MINGO'S SAND CASTLE COVER

Norman Mingo's Alfred and his sand castle cover is as wistful as waning summer and will give me a warm feeling all winter. Lovely, Norman!

Carol Carter
Los Angeles, Calif.

The cover of your October issue was startlingly prophetic. Everyone on the beach looked at their watches, picked up their blankets, and moved back near the boardwalk. I sat there reading my MAD, and the next wave soaked my shoes, blanket, and watch. Everyone applauded as I came running in, holding my issue of MAD high and dry.

Dr. Norman Dean
Fallston, Md.

IN MEMORY OF FREEDOM OF THE PRESS

I am enclosing the back cover of your most recent edition, "If It Were Up To The Nixon Gang..." I am thoroughly disgusted and appalled at your lack of integrity and judgement in publishing such a page in a magazine for young people. I have three fine sons who love to read MAD, and so do I, because the satire is usually in good taste and not damaging to their minds. We love our country and respect the office of the President of the United States. Although we do not always agree with everything he might say or do, Mr. Nixon is our President. How can you see any fairness or teaching of young minds to respect their elected men in office, their country, and law and order when you publicly display such a cover? You might think it, but to publish it in a youth magazine seems poor taste, and a flagrant violation of regard for the training, parents who do care are trying to instill in their young. Humorous satire is good, it keeps each individual on their toes and lets us see ourselves as others see us, but disrespect is quite another thing. This page shows nothing but sad disrespect for our office of the President.

Mrs. William R. Hamilton
Greeneville, Tenn.

Your last two back cover mini-posters were really political beauties and... "If It Were Up To The Nixon Gang..."

IN
MEMORY
OF
MAD
MAGAZINE
BORN 1952
DIED 1973

Larry De Pietropaolo
Rogersford, Pa.

BAWDE

Maude'll getcha for that great satire!
Phil Korpi
Kelso, Wash.

Right on, Tom Koch and Angelo Torres!

Bob Schiller
Story Editor
"Maude"
Hollywood, Calif.

God will get you for that, Tom Koch and Angelo Torres!

John Holden
Chicago, Ill.

YOU KNOW IT'S REALLY SUMMER

"You Know It's Really Summer When..." you start getting Winter issues of MAD!

Tom Hetherington
Phoenix, Ariz.

OLD STANDARDS REWRITTEN

By basing your article "Old Standards Rewritten For The Liberated Woman" on old, unfunny jokes and stereotypes of the Liberation Movement, you're showing how little you know about the Movement.

Hallie Cantor
Los Angeles, Calif.

Although I am a firm believer in feminist ideologies, I still found your misrepresentation of the feminist movement very amusing, even humorous.

Karen Kelly Tariel
Stockton, Calif.

SUMMER CAMP OWNER OF THE YEAR

"MAD's Summer Camp Owner Of The Year" by Larry Siegel and Paul Coker described the Camp at which I was counselor, a year ago. They must have been there, too, to depict it so perfectly. Our camp nurse gave out Milk of Magnesia, no matter what the complaint and there were rattlesnakes found on the lump known as the baseball field.

Carla Parness
Northridge, Calif.

As a real MADman for seven years, I've never gotten a chance to write. But Larry Siegel and Paul Coker really hit it on the head with their camp article. I had a similar experience with a nut just like Sidney Goldstar last summer and as a result went home after three days. We're still trying to get our \$1200.00 back.

Jonathan Cohen
Newton, Mass.

Ever notice how many school principals own or operate summer camps? Maybe that's why the mashed potatoes taste like library paste.

Irma Zwan
Honolulu, Hawaii

Please Address All Correspondence To:
MAD, Dept. 164, 485 MADison Avenue
New York, New York 10022

HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?

G. WOODBRIDGE



LIFT YOUR SPIRITS BY GIVING... GIFT SUBSCRIPTIONS TO MAD

...and we'll send cheery "Christmas Gift Announcements"
telling the lucky recipients who the Dickens to blame!

use one or more coupons or duplicates

use one or more coupons or duplicates

MAD

485 MADison Avenue
New York, N. Y. 10022

I enclose \$7.00* Please send a
19 Issue GIFT SUBSCRIPTION to:

* In Canada, \$7.00 in U.S. Funds
payable by International Money
Order or Check drawn on a U.S.A.
Bank. Outside the U.S.A. and
Canada, \$8.75, payable by Inter-
national Money Order or Check
drawn on a U.S.A. Bank. Please
allow 10 weeks for your subscrip-
tion to be processed. We cannot
be responsible for any cash lost
or stolen in the mails, so . . .
CHECK OR MONEY ORDER PREFERRED!

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP-CODE _____
An Absolute Must!

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

MAD

485 MADison Avenue
New York, N. Y. 10022

I enclose \$7.00* Please send a
19 Issue GIFT SUBSCRIPTION to:

* In Canada, \$7.00 in U.S. Funds
payable by International Money
Order or Check drawn on a U.S.A.
Bank. Outside the U.S.A. and
Canada, \$8.75, payable by Inter-
national Money Order or Check
drawn on a U.S.A. Bank. Please
allow 10 weeks for your subscrip-
tion to be processed. We cannot
be responsible for any cash lost
or stolen in the mails, so . . .
CHECK OR MONEY ORDER PREFERRED!

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP-CODE _____
An Absolute Must!

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT BLAMING

THERE'S A VERY STRANGE SHOW ON TELEVISION THIS SEASON, AND IT BEGINS LIKE THIS...



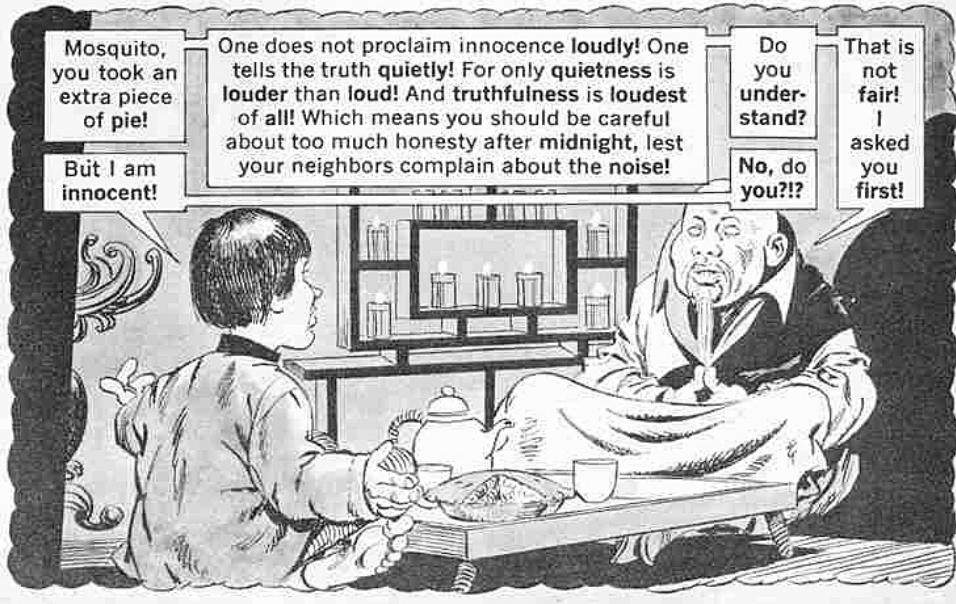
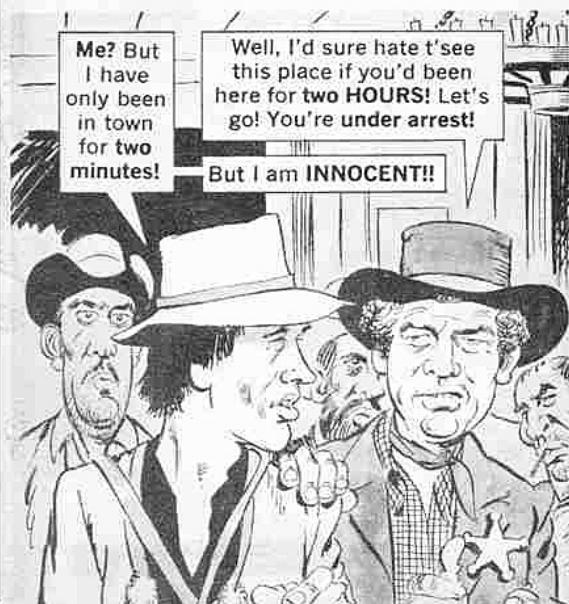
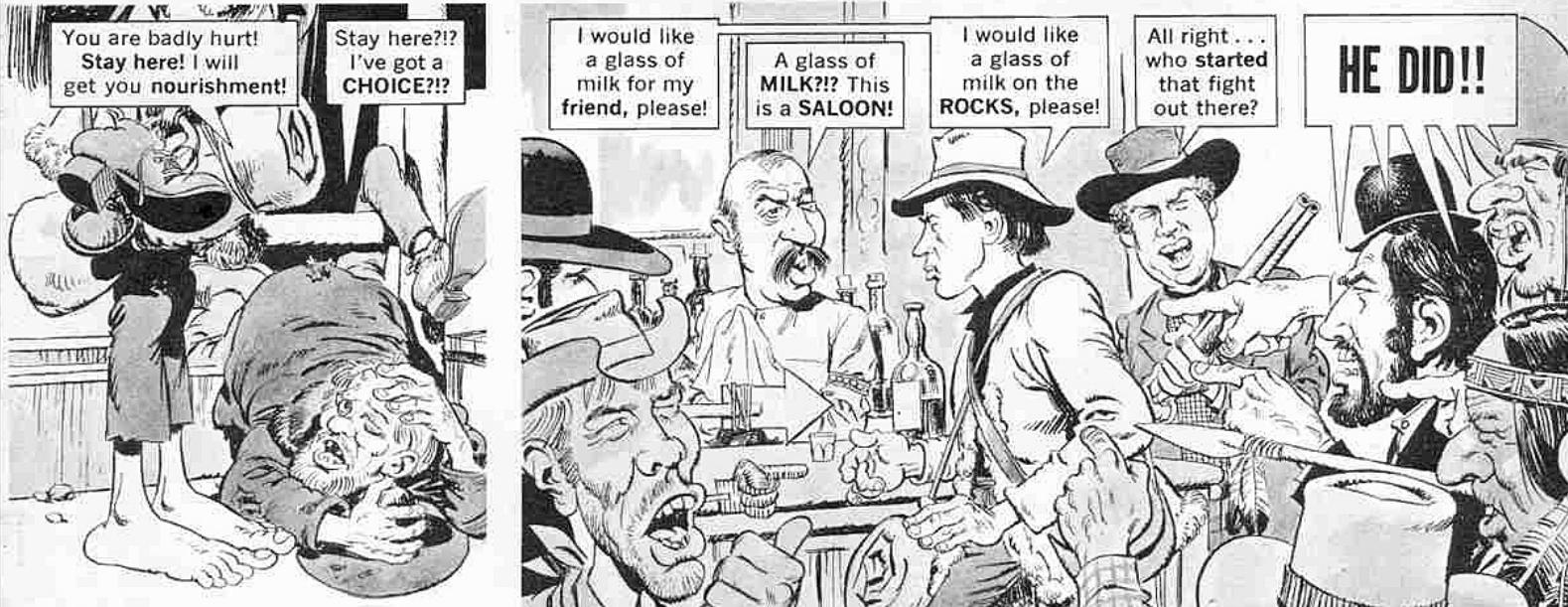
THE REASON THIS SHOW IS STRANGE IS BECAUSE THE LEADING CHARACTER DOES NOT BELIEVE IN KILLING ANY LIVING THING. HE BELIEVES IN TRUST AND THE ULTIMATE GOOD OF MANKIND. HE OFTEN SPEAKS IN PARABLES FROM WHICH WE LEARN. AND HE PREACHES NON-VIOLENCE! IF THAT'S NOT A STRANGE CONCEPT FOR TELEVISION, YOU HAVEN'T SEEN THE OTHER SHOWS COMPETING WITH—

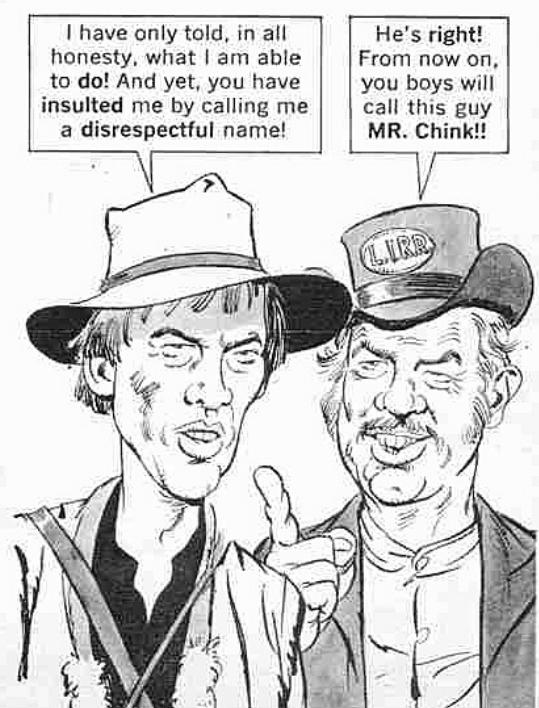
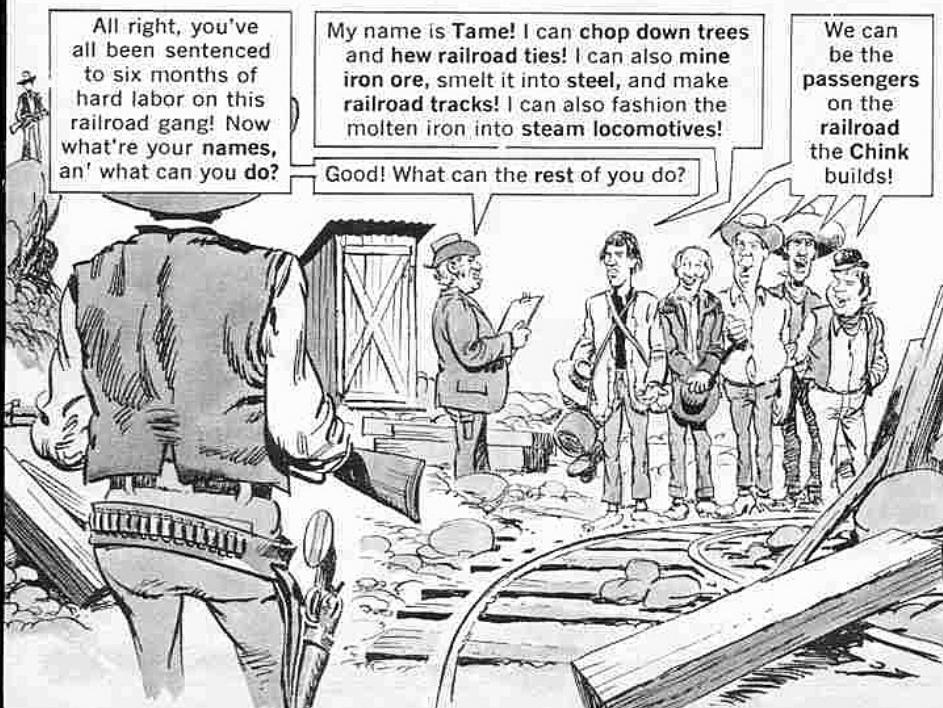
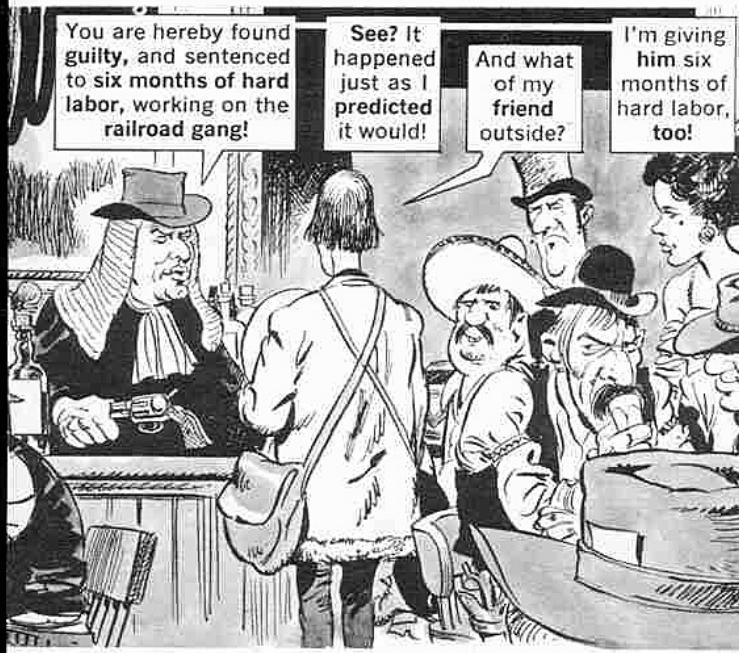
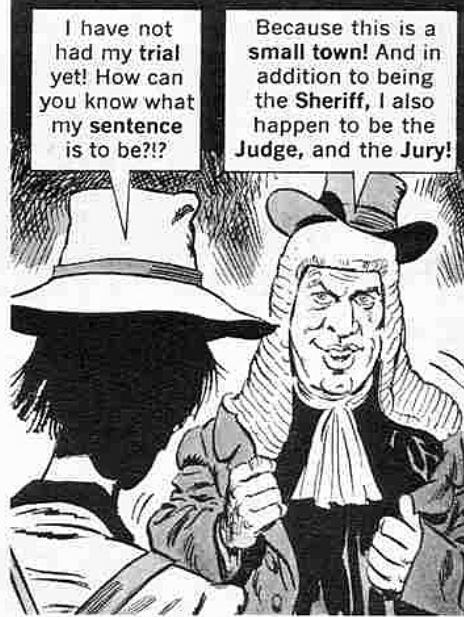
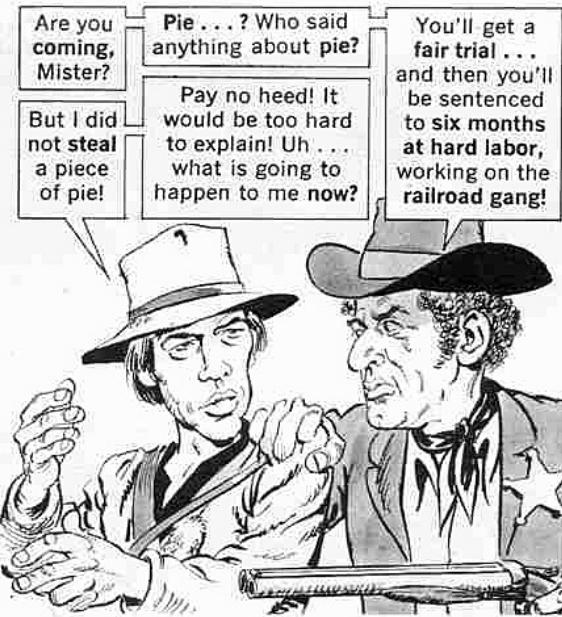
CHOP SHTICK DEPT.

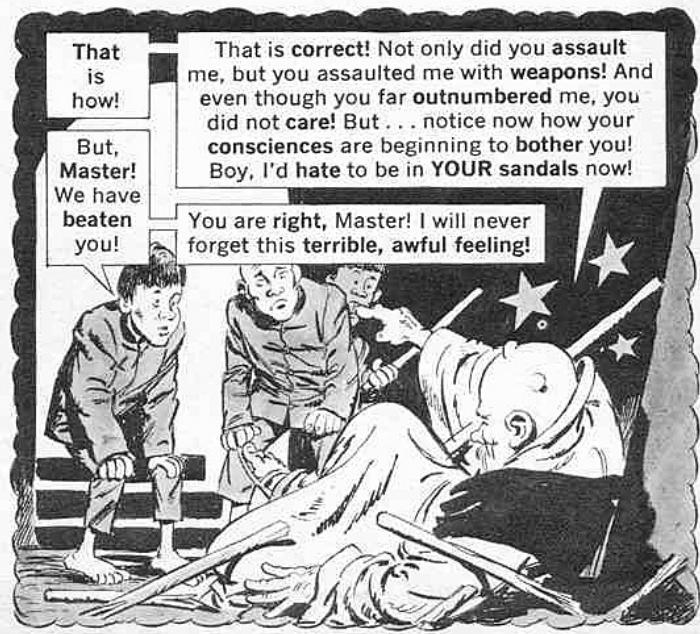
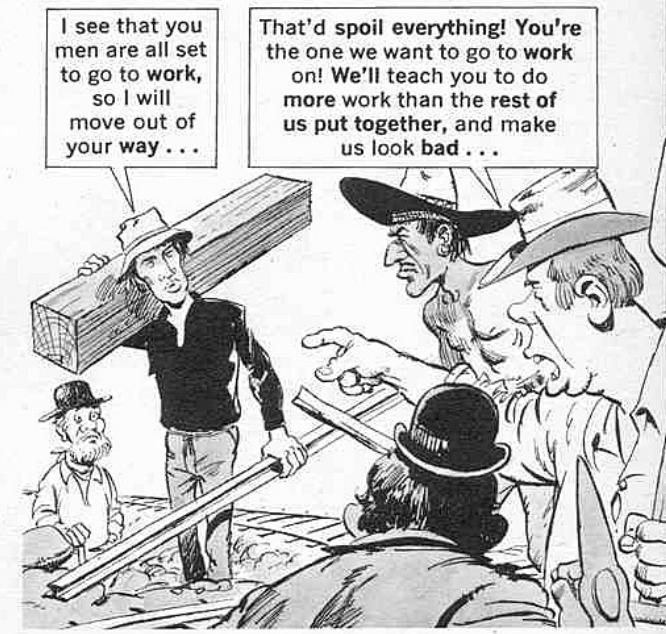
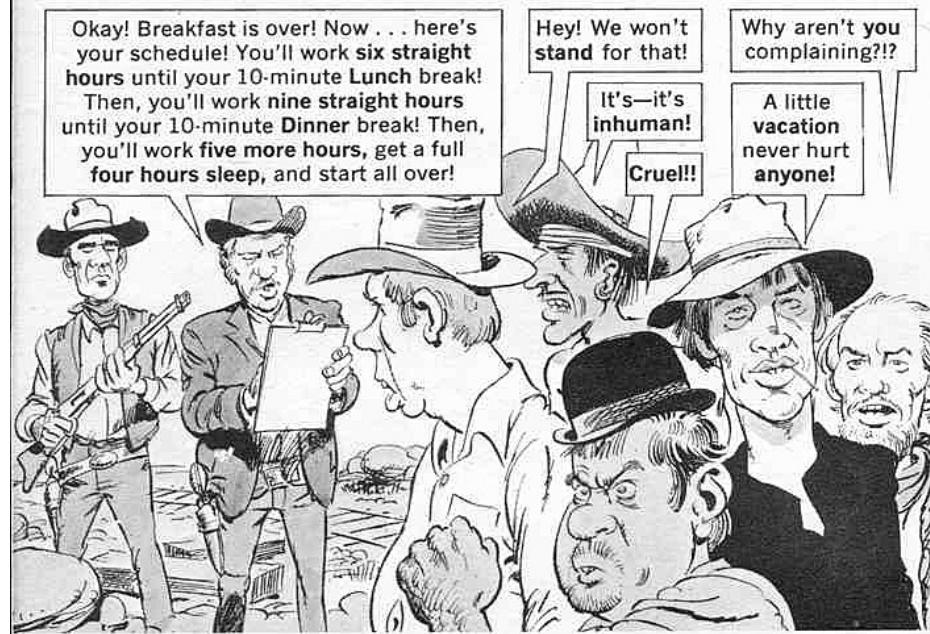
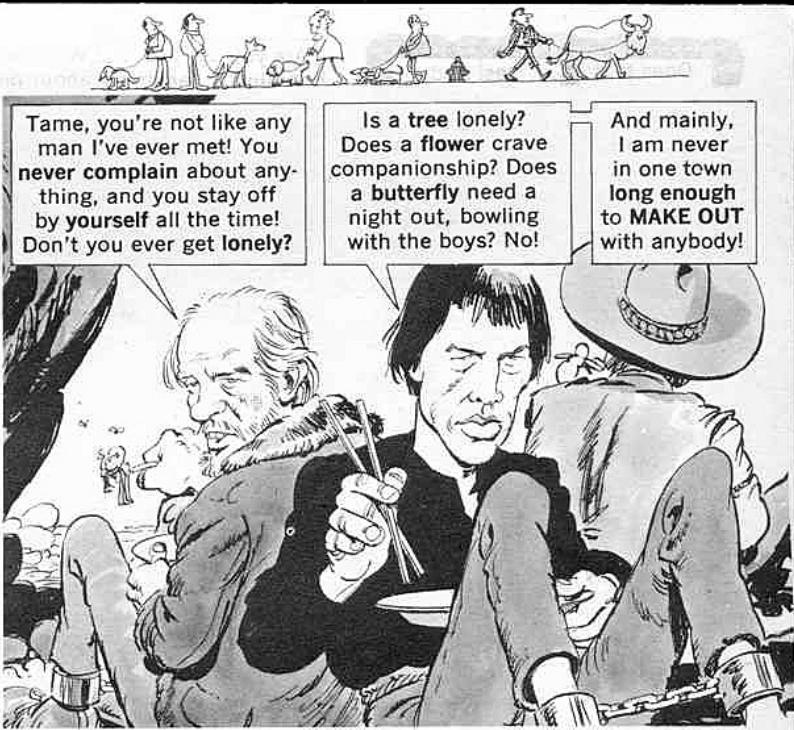
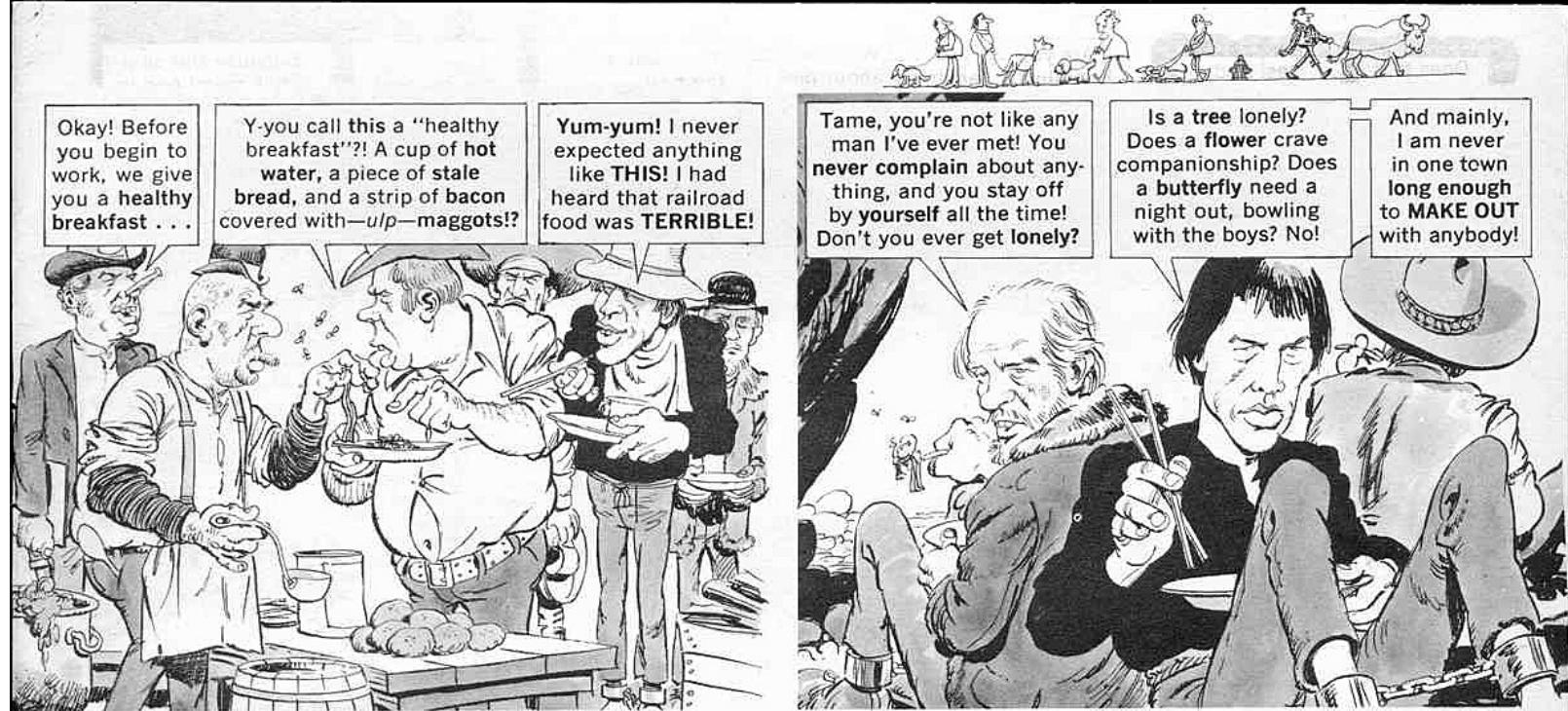
KUNG FU

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO







Go ahead . . . attack me!!



Okay . . . who started this fight?

HE DID!!

Tame, you're a good worker, but you sure love to start fights! And for that, you gotta be punished! Put him in the "shed" for 48 hours!



I don't know what **YOU** did, but I don't deserve this unbearable torture! This shed is made of metal, and with the sun beating down on it, it's over 150 degrees in here!

I CAN'T STAND IT ANY LONGER! SOMEBODY OUT THERE, HELP US!!

Hey, don't you feel anything at all?

Well, I did feel a slight draft on my back, but I overcame it with my mind! Here, my friend! Would you like to wear my jacket?

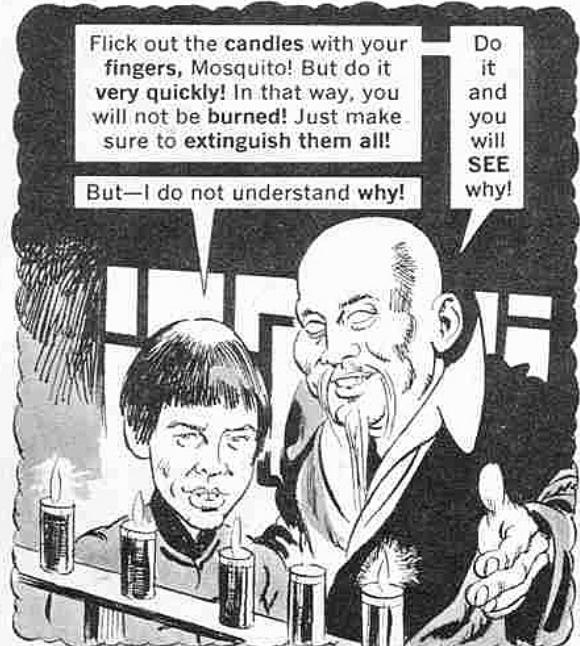
H-how do you do it???



Flick out the candles with your fingers, Mosquito! But do it very quickly! In that way, you will not be burned! Just make sure to extinguish them all!

But—I do not understand why!

I Do it and you will SEE why!

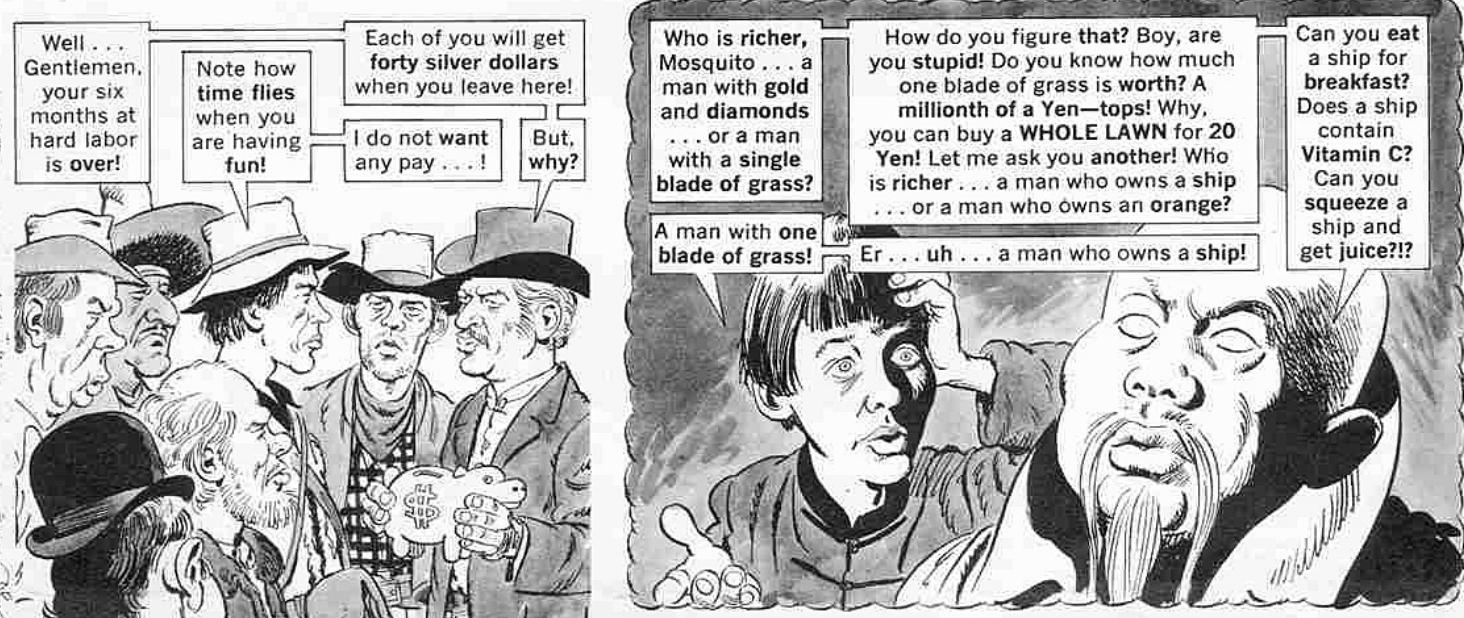
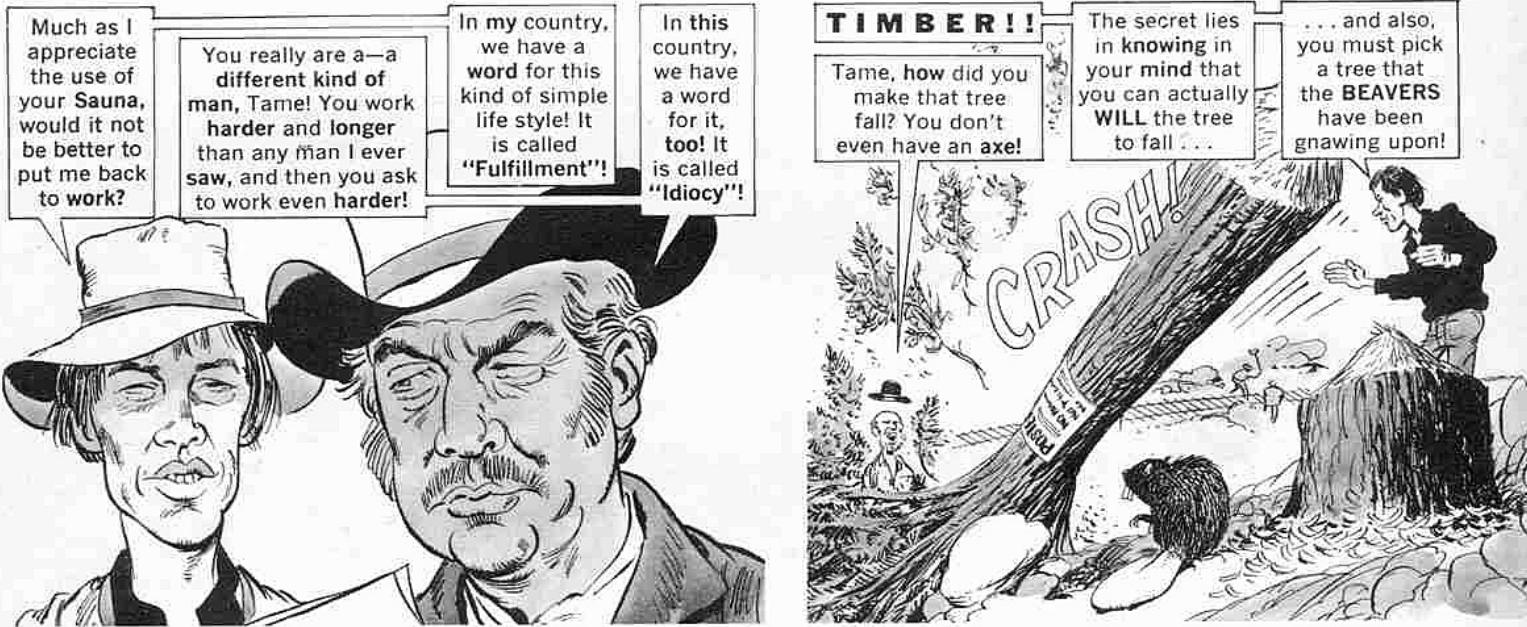
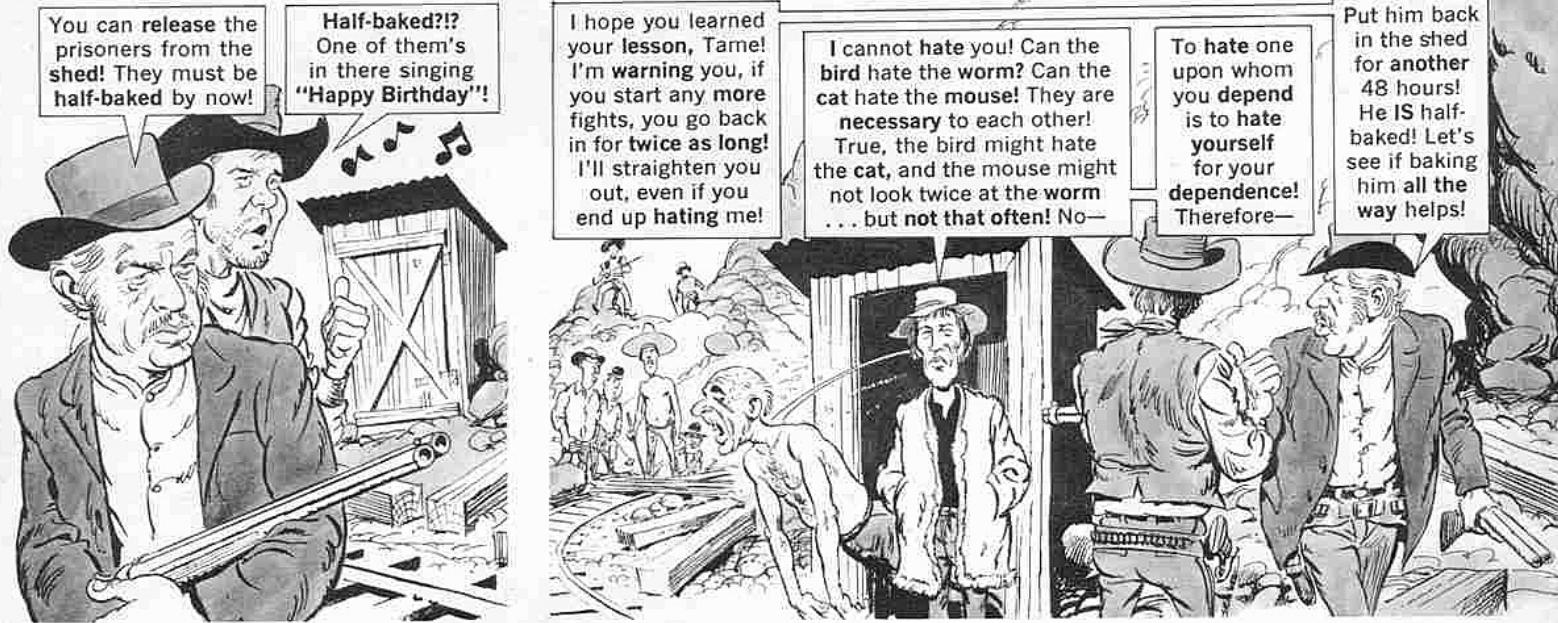


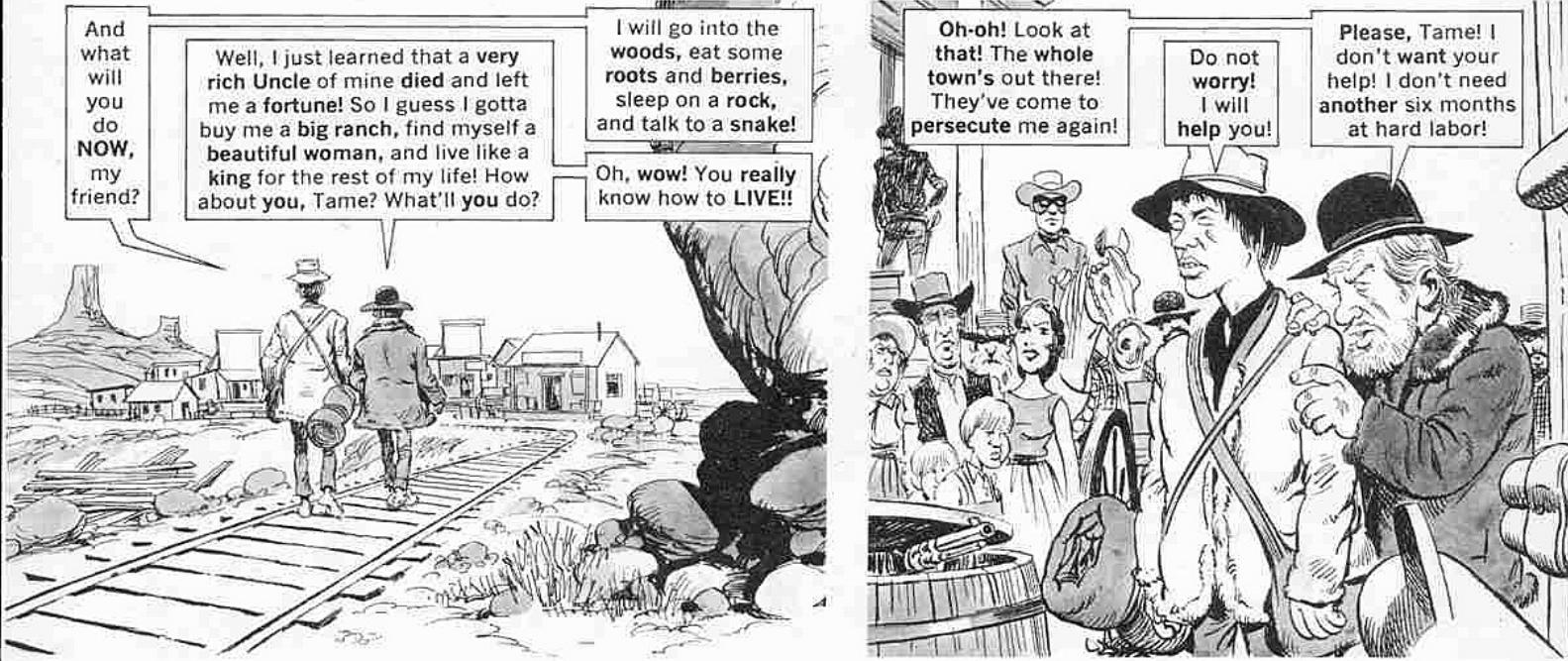
There! The candles are all out . . .



HAPPY BIRTHDAY TO YOU!
HAPPY BIRTHDAY TO YOU!
HAPPY BIRTHDAY, DEAR MOSQUITO!
HAPPY . . . BIRTHDAY . . . TO . . . YOU!







HOUSE DRESSING DEPT.

A MODERN FAIRY TALE

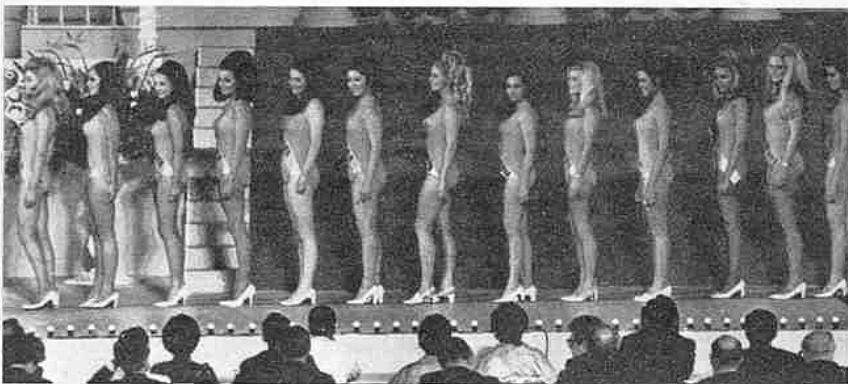


ARTIST & WRITER: SERGIO ARAGONES





EXTERMINATORS



MEAT INSPECTORS



STREET CLEANERS

VOCATIONAL STRAINING DEPT.

NEW NAME OLD OCCUPATION

CONCEIVED BY: MAX BRANDEL



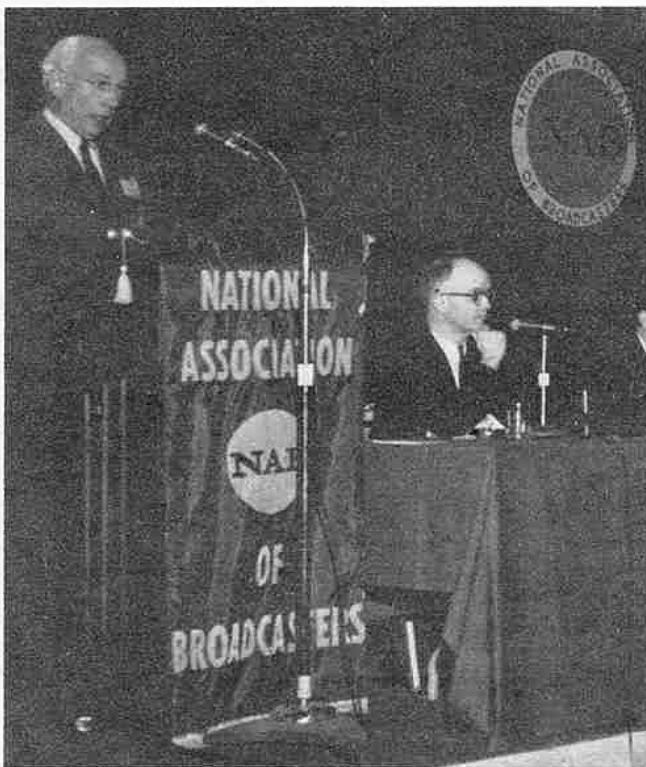
YOUTH GUIDANCE COUNSELORS



PICKPOCKETS

MES FOR UPATIONS

PHOTOS BY: UPI & WIDE WORLD



GARBAGE MEN



ANESTHETISTS



TRASH COLLECTORS



SOCIAL WORKERS



GRAVE DIGGERS

LAND OF THE FREEBIE DEPT.

Remember that drawer you've got jammed full of trading stamps, and cards that may entitle you to a free car wash if you live long enough, and certificates good for 25¢ off on a pizza, and tokens for playing a gas station prize game that ended in 1969? Well, you're still hanging onto all that junk because some smart cookie planned it that way: to swamp you with advertising that looked too valuable to throw out. Among people who make a business of selling us what we don't really want, those coupons and tokens and stamps are known as "Sales Promotion Gimmicks." And like anything else that promises to give us something for almost nothing, they work. In fact, the whole "giveaway" idea works so well that MAD thinks it's bound to spread to some professions that don't currently do much advertising at all. And we herewith envision the trash that will soon be cluttering up our drawers

1
2
3
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6
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SAVE THIS CARD FOR
ONE FREE FLU SHOT



WHEN TEN OFFICE VISITS
ARE PAID FOR AT \$12 EACH
The Doctor will gladly punch your
ticket during each examination.
Ask the Receptionist how you can
qualify for extra points by having
your tonsils and appendix removed.
HASTIE D. CUTTER, M.D.
COMPLICATED TRANSPLANT SURGERY
FAST X-RAY DEVELOPING
FREE PARKING
Make ten appointments soon to win
your **FREE SHOT** before the next
big Flu Epidemic strikes!

WHEN ALL ON SALES



WIN A FREE GOLD INLAY!

**COLLECT
PAST PRESIDENTS OF THE
UTAH DENTAL ASSOCIATION
COINS**

CONTEST RULES

1. Each time you go to your Dentist's office to be worked over, ask for a free Mystery Envelope containing a Utah Dental Association Past President coin.
2. When you have completed your coin set of all 57 Past Presidents, merely present the collection to any participating Dentist and say, "Whoopie! I'm a winner! Slap in my free gold inlay."
3. If your mouth is too numb by novocaine at the time to say anything, just scribble the above message on a sheet of plain white paper not less than 3 by 5 inches in size.
4. This contest is open only to Utah patients who still have at least one of their own teeth, as the placing of gold inlays in false dentures constitutes a violation of dental ethics in all cities except Provo.

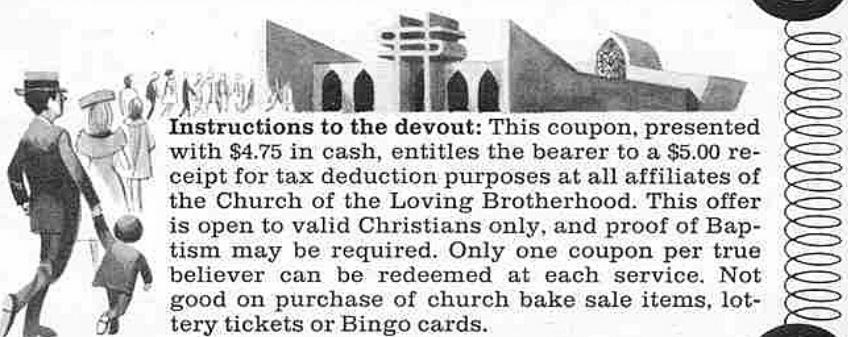
25¢

25¢ OFF

On Your Next
\$5.00 Donation
To Any
Church Of The
Loving Brotherhood

25¢

25¢



BUSINESSES RELY PROMOTION GIMMICKS

ARTIST: BOB CLARKE

WRITER: TOM KOCH

START NOW TO PLAY
FAMOUS MORTICIANS STAMP GAME
And Win FREE ORGAN MUSIC For Your Next Funeral!



KRETCHMER
GLOOM

Developer of Limp,
Moist Morticians'
Handshake

A.B.
"GRISLY"
CHANDLER

Founder of
Rent-A-Pall Bearer
Service

HELMUT
KLANK

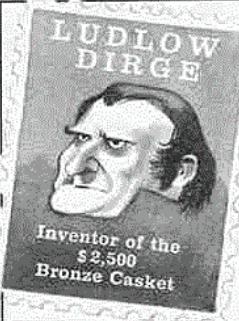
Giggled While
Performing Memorial
Services for Hitler

ORDWAY
GRIMM

Planted
714 Stiffs in
One Season, 1927

IGOR
"CLAMMY"
DOOLITTLE

First Undertaker
To Scatter Ashes
From A DC-10



COL.
HARLAN
CINDERS

Noted Franchiser Of
"Kentucky Fried
Crematoriums"

Famous Morticians stamps are available at all participating Funeral Homes in the U.S. and Canada. Just drop in, pay your last respects to any client currently laid out, and then

ask for another free stamp to paste in your album. Absolutely no purchase required. This offer open only to living persons who expect to become deceased before December 31, 1974

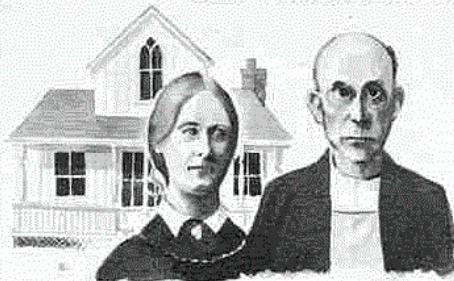
Clark

FOUR MONEY SAVING COUPONS

From The SHYLOCK STATE BANK of BOX SPRINGS

TO HELP YOU CELEBRATE OUR 137TH ANNIVERSARY

CLIP THIS COUPON



**Worth Up To
\$2¹²/₁₂**

GOOD FOR INTEREST RATE REDUCTION OF
1/8 of 1%
ON YOUR NEXT HOME MORTGAGE PAYMENT

Reduction is for one month only, and is not applicable to mortgages where the normal rate of interest is less than 9³/₄%.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

CLIP THIS COUPON

SHYLOCK STATE BANK	
SAVINGS ACCOUNT PASSBOOK	
Previous Balance	\$1,500,000.00
Quarterly Interest @ 3%45,000.00
137TH ANNIVERSARY CELEBRATION	2.00
SPECIAL BONUS INTEREST	\$1,545,002.00
New Balance	

**Worth Up To
\$2.00**

GOOD FOR SPECIAL BONUS INTEREST OF
\$2.00*
ON YOUR PASSBOOK SAVINGS ACCOUNT

*The special \$2.00 bonus applies only to account balances with a minimum of \$1,000,000 or more. Smaller balances qualify for proportionately less, but in no case shall your FREE BONUS be less than 2¢ for each \$10,000 in your account.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

CLIP THIS COUPON



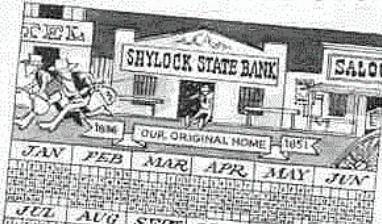
**Worth Up To
\$21,615**

GOOD FOR A "FRIEND-IN-NEED" DELAY OF
24 Hours
ON YOUR AUTO LOAN REPOSESSION DEADLINE

This coupon could enable you to preserve an investment of \$21,615 for a whole extra day on a \$22,000 Rolls-Royce with only one payment still due. Less savings on cheaper cars, ranging down to the \$15 you would owe us for hauling away a 1949 Hudson.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

CLIP THIS COUPON



**Worth Up To
\$34.50**

GOOD FOR ONE STRIKINGLY HANDSOME 1973 Calendar PRESENTED TO YOU ALMOST FREE

With this coupon, you pay only our printing cost of 50¢ to obtain this wall calendar covering all of 1973. Considering that a calendar watch (covering only one month at a time) might cost you up to \$35 more than standard models, you save \$34.50 by buying your calendar separately.

SHYLOCK STATE BANK ** 137TH ANNIVERSARY

THE UNIVERSITY OF PEORIA INVITES YOU TO
WIN AN INSTANT Ph.D. DEGREE
BY PLAYING

UNDER-GRAD BINGO

UNDER-GRAD BINGO RULES

- The contest is open to all working adults who quit their jobs to become tuition paying students at the University of Peoria, enrolling in the four math courses needed to understand this Bingo card.
- As soon as your educational background permits, add up all the vertical and horizontal rows on your **FREE** Under-Grad Bingo Card.
- Find the cube root of the sum of all rows and multiply by the logarithm of your birth year.
- If the answer comes out precisely 8.2733, you're a winner!
- To collect your Instant Ph.D., just submit your winning Under-Grad Bingo Card, together with a dissertation of 200 pages or more on "The Mathematical Improbability of the Logarithm of Any Theoretical Number Multiplied by the Cube Root of the Sum of Ten Randomly Selected Digits Equalling Precisely 8.2733."
- Once your dissertation is deemed acceptably brilliant by the U. of P. Faculty Board, **YOU GET YOUR PH.D.**

PLAY AS OFTEN AS YOU LIKE!
ASK FOR A NEW FREE UNDER-GRAD BINGO CARD EACH SEMESTER YOU ENROLL

1492	$\sqrt{-10}$	$1\frac{3}{16}$	π	1^{10}
36^2	6.7	$\frac{x+z}{y}$	4	± 0
XXVI	.327	$39\frac{5}{8}$	$\frac{e}{mc^2}$	5,280
98.6	XII	$\frac{20}{20}$.00003	9:45
$\frac{45}{64}$	$2x \leftarrow 8y$	£ 5	$8\frac{1}{2}$	\emptyset



YOU MAY ALREADY HAVE WON
**FREE
HOSPITALIZATION
FOR LIFE**
 IN THE MERCY MEDICAL CENTER'S
 GIANT \$1,277,500.00
 SWEEPSTAKES DRAWING

A chance to loll in a hospital bed and be pampered for the rest of your life! Think what that could mean to you in dollars and cents. Even if you only live for another 50 years, spending that time in one of our \$70-a-day rooms would cost \$1,277,500, not even counting Leap Years! But that fortune in hospital expense may be yours ABSOLUTELY FREE if your lucky number above is the one already drawn in the Mercy Medical Center Giant Sweepstakes. To qualify for your prize, just fill out the attached coupon and mail it in right now!



**MERCY
MEDICAL
CENTER**

XJ372843R

Count me in! I want to be eligible for the \$1,277,500 worth of hospitalization at Mercy Medical Center that I may already have won. I agree to abide by any and all contest rules, even though I don't know what they are.

LEGAL SIGNATURE

CITY _____ STREET _____ STATE _____

(TO QUALIFY UNDER RULE 14, CHECK THE BOX OF YOUR CHOICE BELOW)

I agree to have my gall bladder removed immediately.
 I agree to have my gall bladder removed next month.

WE'RE NEW IN THE NEIGHBORHOOD!



TAKE ADVANTAGE OF THESE FREE
 "GET ACQUAINTED" OFFERS
 DURING OUR GRAND OPENING DAYS

PEEVELY BROTHERS
 TOMBSTONE & MONUMENT CO.

OFFICE & SHOWROOM

1547 Last Mile Drive

(Conveniently Located Across From Forest Gloom Cemetery)

CHISLING DEPT.

1549 Last Mile Drive

FREE

This Coupon Good For
 Small Pauper-Size
**GRANITE
GRAVE MARKER**

(When you purchase any two large or medium de luxe granite headstones at our regular price.)

FREE

This Coupon Good For
 Tombstone or Monument
**NAME INSCRIPTION
CARVING**

(This offer is good only on names without a B, Q, S or W, as our free work is all done by apprentice chislers who haven't learned to carve the hard letters yet.)

FREE

This Coupon Good For
 One Solid Concrete
**MAUSOLEUM
FOUNDATION**

(When purchasing a complete marble and alabaster mausoleum with cast bronze door knocker.)

FREE

This Coupon Good For
 Personalized, Shop-To-Plot
**MARKER DELIVERY
AND PLACEMENT**

(Offer applies only to our styrofoam models which can be transported to cemetery by a delivery boy on a bicycle.)

ROAM, SWEET HOME DEPT.

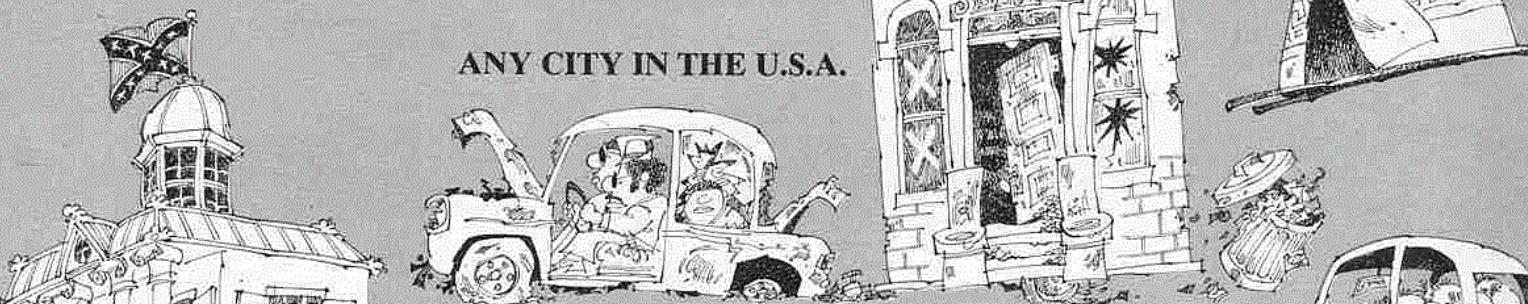
The Mobile Home craze is sweeping the world. But the trouble is, Mobile Homes

CUSTOMIZED MOBILE HOMES ...THAT REFLECT WHERE YOU ROAM

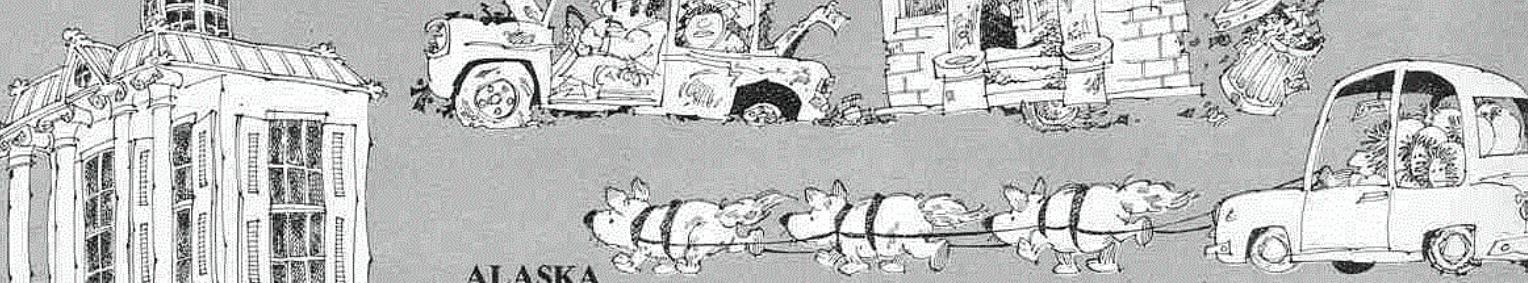
ARTIST & WRITER:



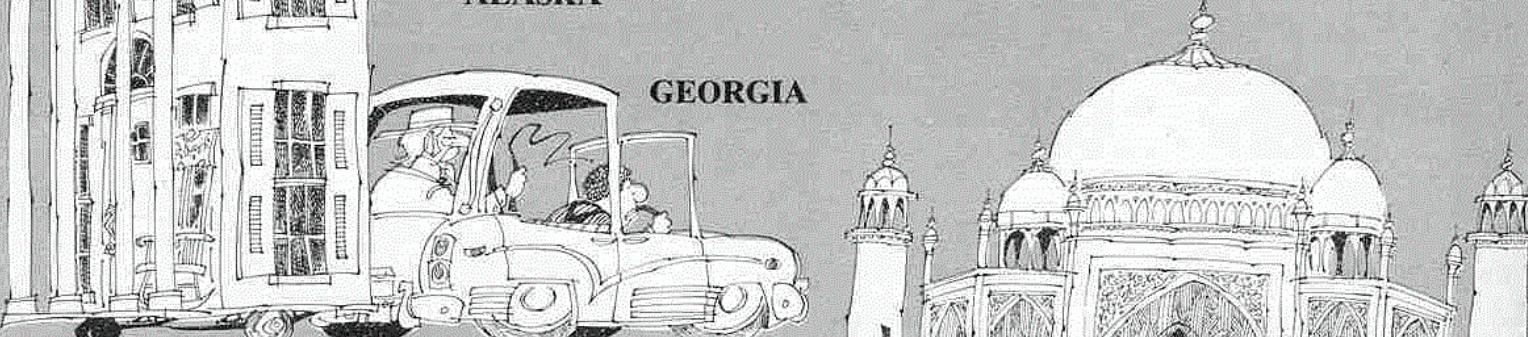
GREECE



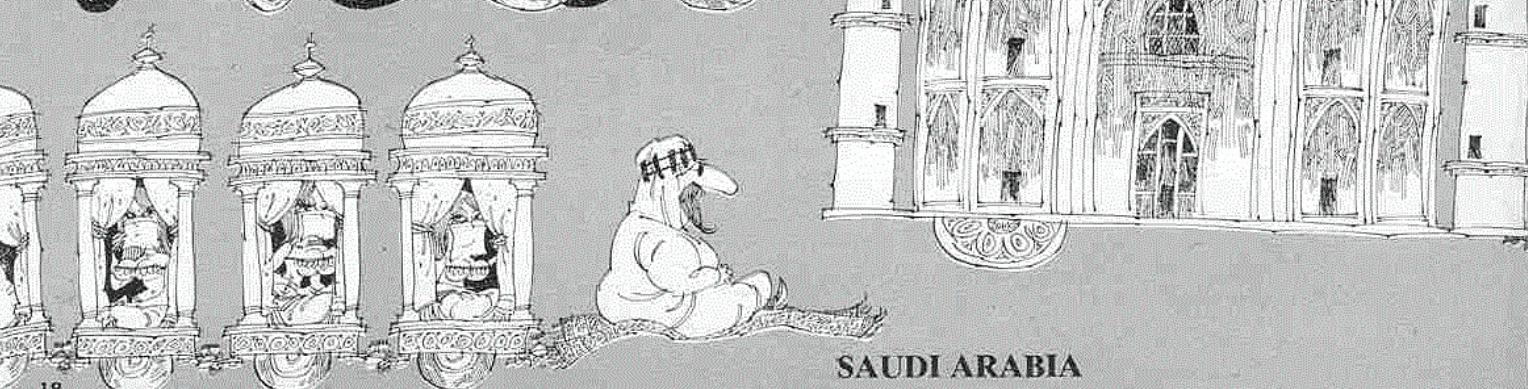
ANY CITY IN THE U.S.A.



ALASKA



GEORGIA



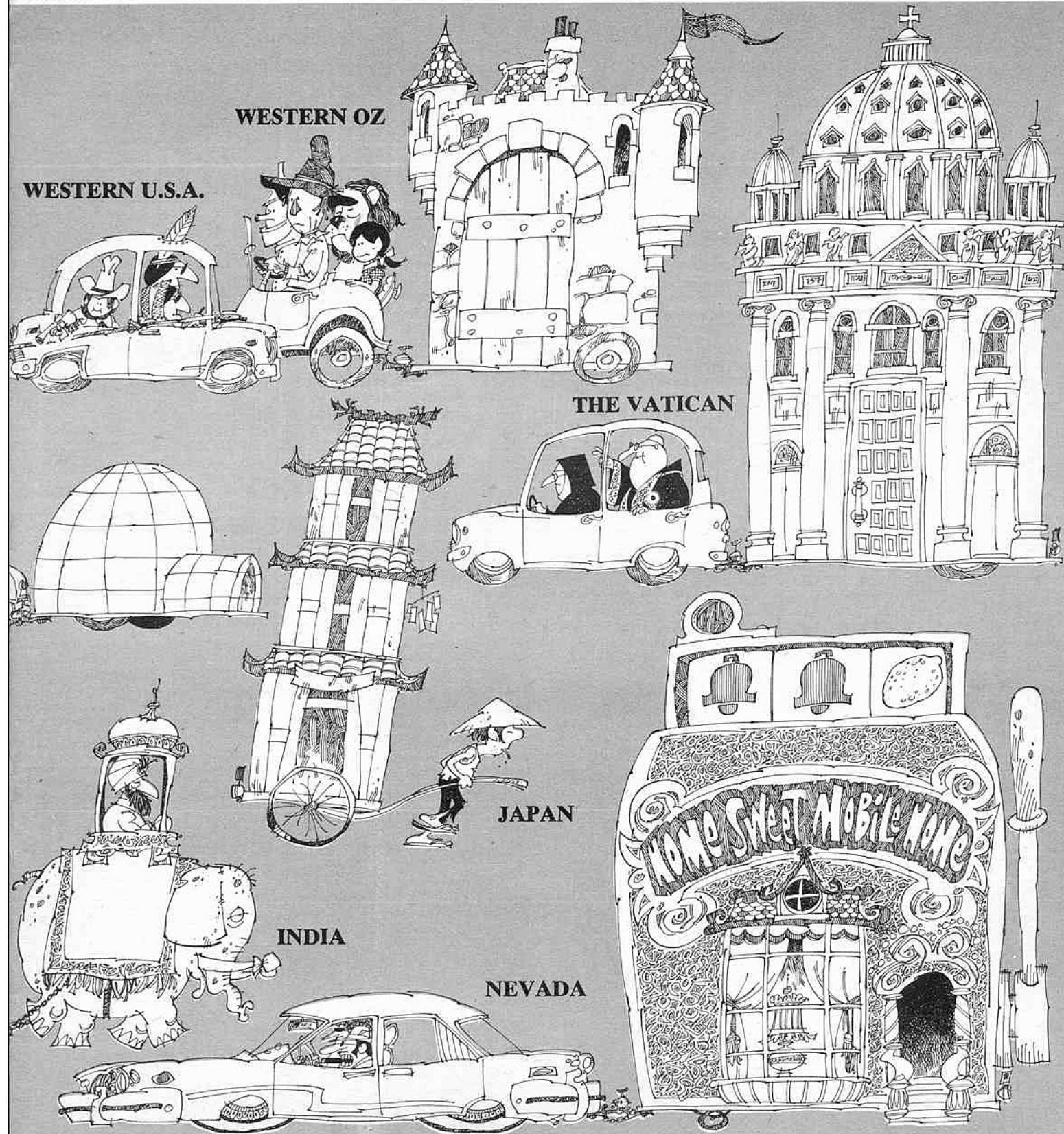
SAUDI ARABIA

all look pretty much alike. They lack ethnic character. So why not design...

MOBILE HOMES

THEIR OWNERS ARE FROM

PAUL COKER, JR.



Before we partake of our Thanksgiving feast, let us thank The Lord for what he has given us ...

We thank Thee, Oh Lord, for our good health, and for our good fortune, and for allowing us to live in the greatest country in the world! But mostly, Oh Lord, we thank Thee for giving us this happy holiday of Thanksgiving!

Gee, your Old Man is really great! I mean, he's so ... so sentimental and patriotic about Thanksgiving!

That's because he's in the TURKEY BUSINESS!!

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... THE HOLI

Boy, am I glad to be getting away from this hell-hole of a school for the Holidays!

Where are you going? Back home!

When I get there, I'll give my folks the "Big Hello" . . .

And then they'll give me the "Big Put-Down" about my long hair and my pot smoking and my shocking attitudes toward money, sex and all that jazz!

Then, I'll bug them about their dumb Middle Class morality! And they'll scream at me! And I'll scream at them! And then I'll blow, and hang around the local gin mill or watch TV in my room, and I'll do a lot of counting!

Counting what . . . ? ! ?

Counting the days till I can get back here to this lovely hell-hole of a school!



This is the prettiest season of the year! Everything is so attractively decorated and beautifully illuminated! This block of yours is particularly stunning! Each house is lit up more spectacularly than the next! You must be very proud!



I used to be . . . when I was the only one on the block who did it! Then, those dirty rat-fink neighbors of mine all began to copy me! The lousy so-and-so's poured fortunes of money into their decorations, trying to out-do me . . . and show me up!



Why, those bums have overdone it so much, they've completely minimized the effect of MY decorations and message . . .



DAY SEASON

ARTIST & WRITER:
DAVE BERG

And how was YOUR joyous Christmas morning, Sonny?

It wasn't so joyous!



The whole family was there . . . Gran'ma, Gran'pa, Mom an' Dad, Aunts, Uncles, Cousins, Sisters an' Brothers! And there was such hollarin' and carryin' on!

"It's not fair! You gave her a better present than you gave me!"

"His costs more than mine costs!"

. . . and awful stuff like that!



Well, that's to be expected when it comes to Children! It's called Sibling Rivalry!



Yeah, but it wasn't the Children doing the hollaring! It was the GROWN-UPS!!



**MERRY CHRISTMAS,
EVERYBODY!!**

What do you mean, "Merry Christmas, Everybody!!"? Do you realize that for people who live alone, Christmas can be the saddest time of the year?

I—I never thought of it that way! And **YOU** live alone, so you're one of those people, aren't you?

Not since I started using this sob story, it hasn't!



Ooohh! Am I sick! My head is exploding! I'm making a New Year's resolution! I will never . . . NEVER do what I did THIS New Year's again . . . EVER!!!

Boy, you look terrible! You must've really tied one on!

Sorry, but I don't drink!

Aw, c'mon! Don't kid me! It's obvious that you're suffering from too many trips to the Punch Bowl!

But I must've seen every other one they televised . . . the Sugar Bowl, the Orange Bowl, the Cotton Bowl, the Gator Bowl, the Tangerine Bowl, the Sun Bowl . . . Ooooh! Am I sick!



You hang your stocking up there on the fireplace . . . and Santa Claus will come down the chimney and fill it with toys and goodies!

**BALONEY!
IT'LL NEVER HAPPEN!**

Don't you believe in Santa Claus?

Sure I do!

But I DON'T believe in phony fireplaces that haven't got any chimneys!



Do you realize that we didn't send out any Christmas Cards this year? And it's too late now! What will we ever tell our friends and relatives?

Tell 'em we broke our writing hands, skiing!

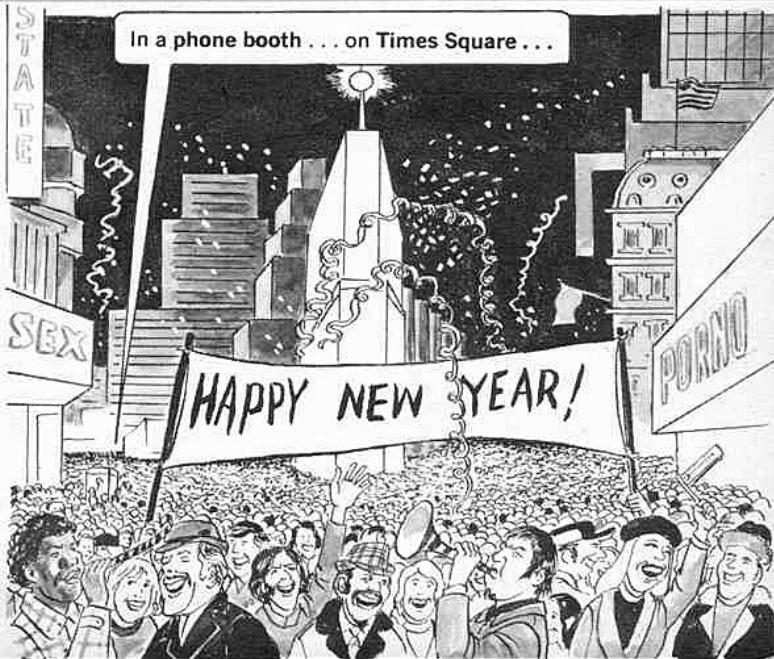
No . . . they'll never believe that story!

Tell 'em we both came down with the Flu, and couldn't bring ourselves to lick the stamps and spread the disease!

No . . . they'll never believe that!

Tell 'em we sent out the cards . . . but the lousy new Postal System LOST them!

THAT THEY'LL BELIEVE!



I want a plastic model toy of the M-16 Rifle, a model kit of an "Honest John" Rocket Launcher, and a model of a B-52 Bomber!

I also want a Size 10 complete Football Uniform with shoulder pads and helmet and shoes and the whole bit, plus a complete Baseball Uniform with glove!

I'm sure your son will enjoy all these Christmas presents!

SON?! I'll have you know these things are all for my ten-year-old DAUGHTER!!

Haven't you ever heard of WOMEN'S LIB . . . ?!



One Round-Trip Ticket to New York's Kennedy Airport, please!

Sorry! All flights are booked solid!

You gotta be kidding!

No, I'm not! Most reservations over Christmas are made months in advance!

But I'm—I'm desperate! I just GOTTA get home for the Holidays!

Oh, well, in THAT case, we can help you!

We still have some space available over EASTER!!



Boy, when it comes to the Holiday Season, everybody has their hands out . . . saying, "Gi'me! Gi'me!"

I know! I know!

I had to tip the Janitor, the Doormen, the Postmen, the Garbagemen . . . and a lot of other moochers!

I know! I know!

It's nothing but a form of LEGALIZED RIP-OFF!

Here's your Christmas Bonus!

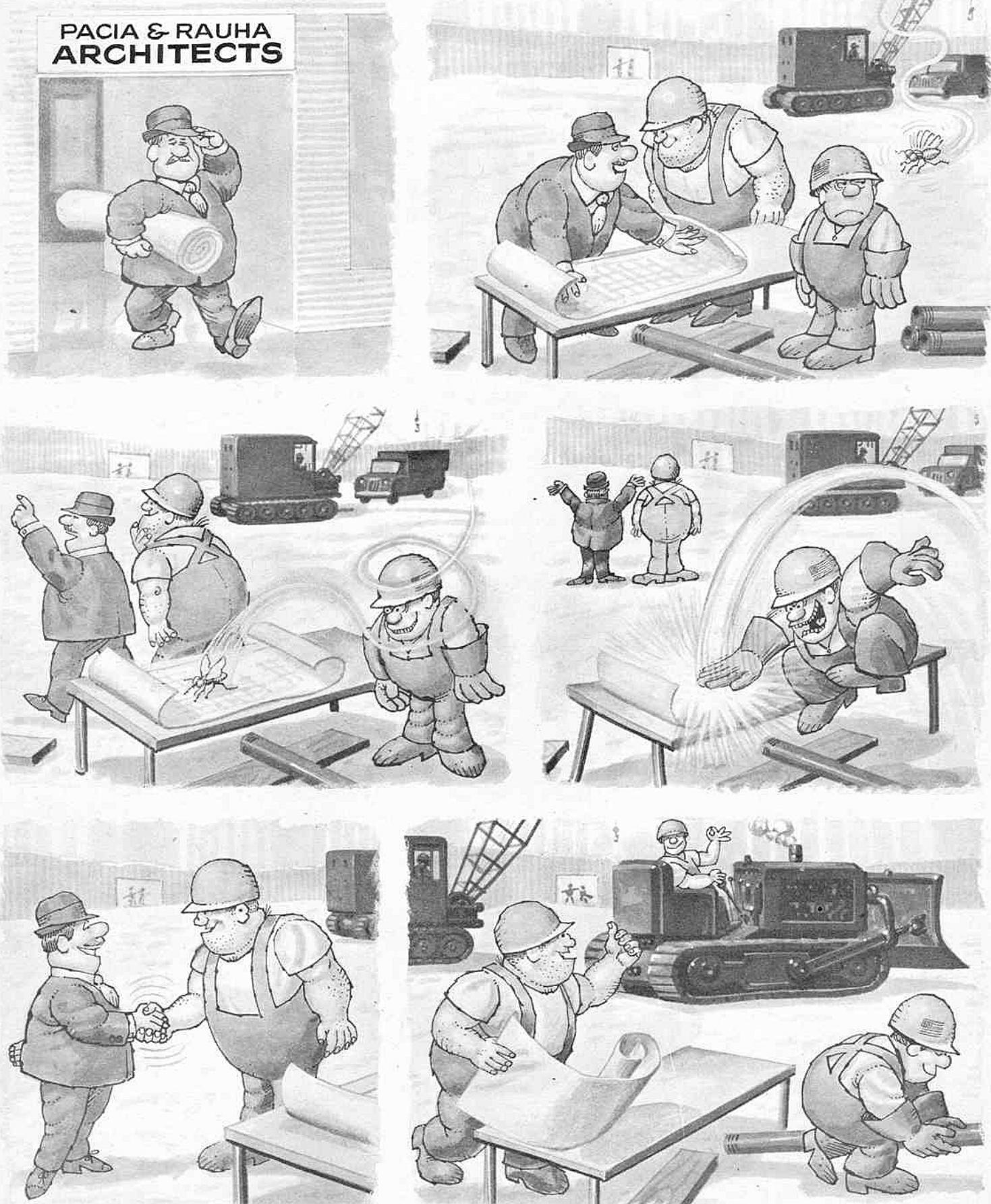
I know! I know!
I've got the same troubles!

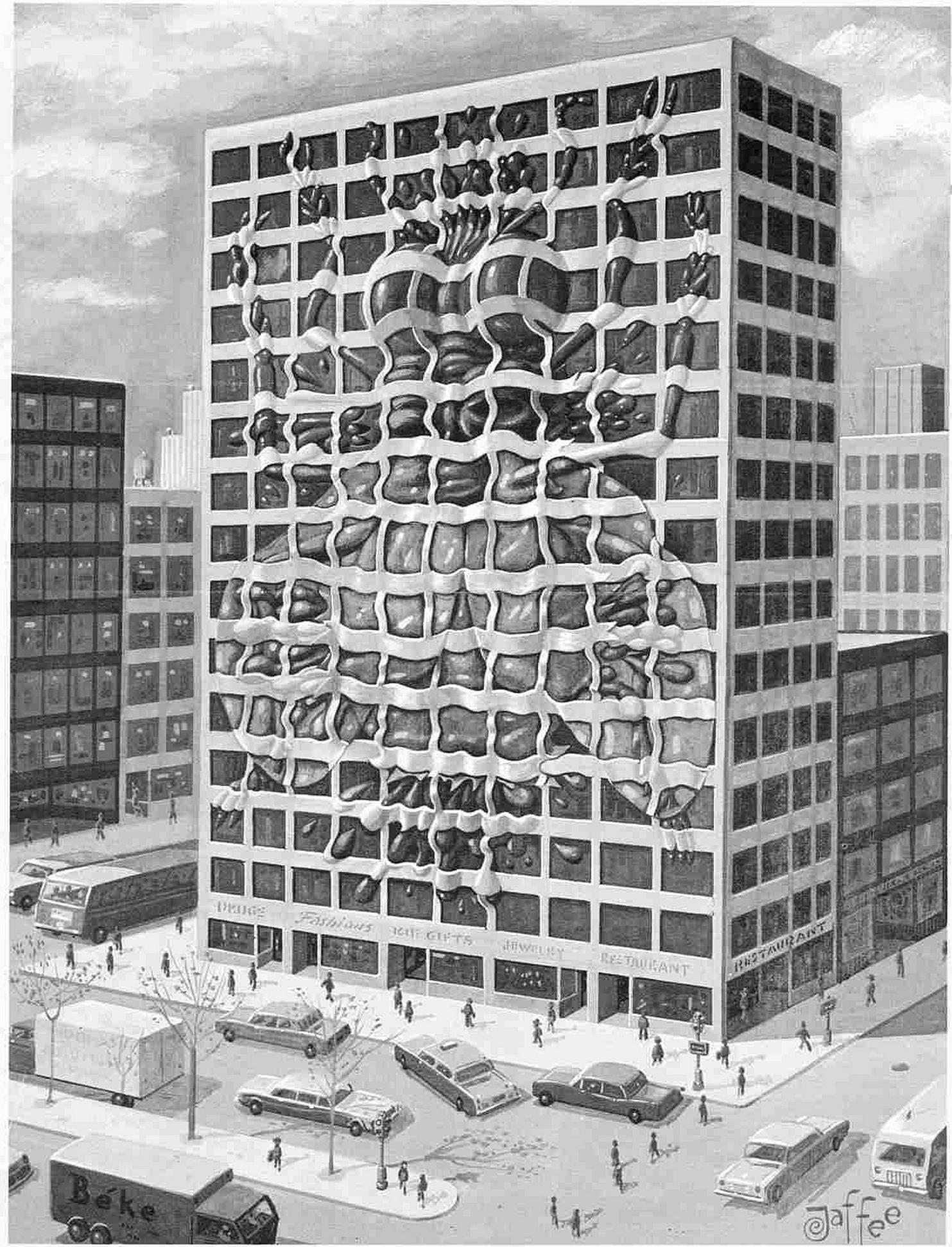


THE BEST SPLAYED PLANS DEPT.

AN ARCHITECTURAL TRIUMPH

PACIA & RAUHA
ARCHITECTS





Béke
Co.

Jaffee

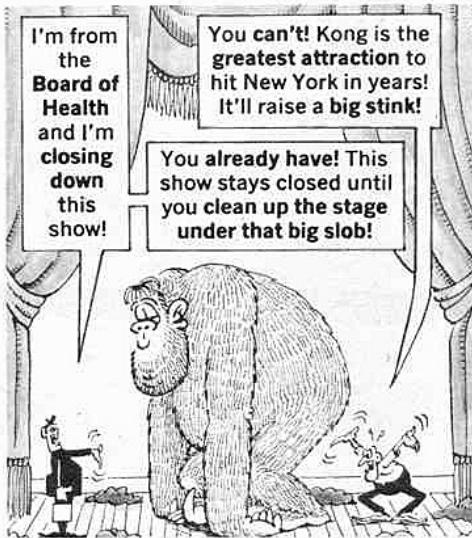


Monster movies have always been good box office when they reflected the emotional climate of their time.

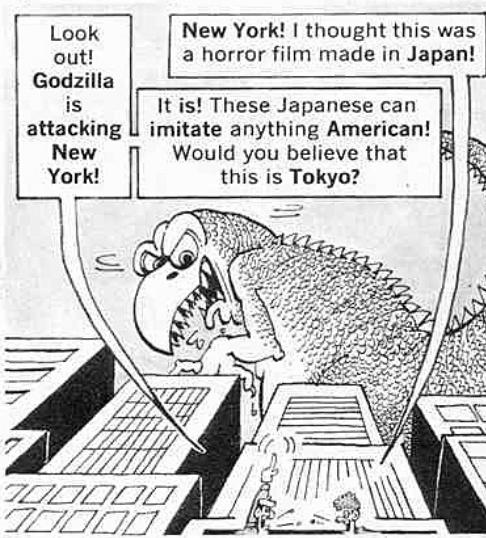
When man was first learning to harness the wonders of applied science, man-made monsters were tops in popularity.



Then came the fad for overgrown species who matched the then-current emphasis on massiveness in buildings and in cities.



And with the advent of nuclear energy, horrendous new creatures were spawned by atomic explosions and radiation . . .



Now, with the world so concerned about ecology and the environment, the new wave horror films will go something like this . . .

YECCH

or
"What a
WASTE!"

WRITER: LOU SILVERSTONE ARTIST: DON MARTIN

Now, Mrs. Crawfish, please tell us exactly what happened. Take your time, I know this is embarrassing for you . . .

Not as embarrassing as appearing in these "B" pictures! Actually, there's not much to tell. Norman was in the john, just as he always is after breakfast.

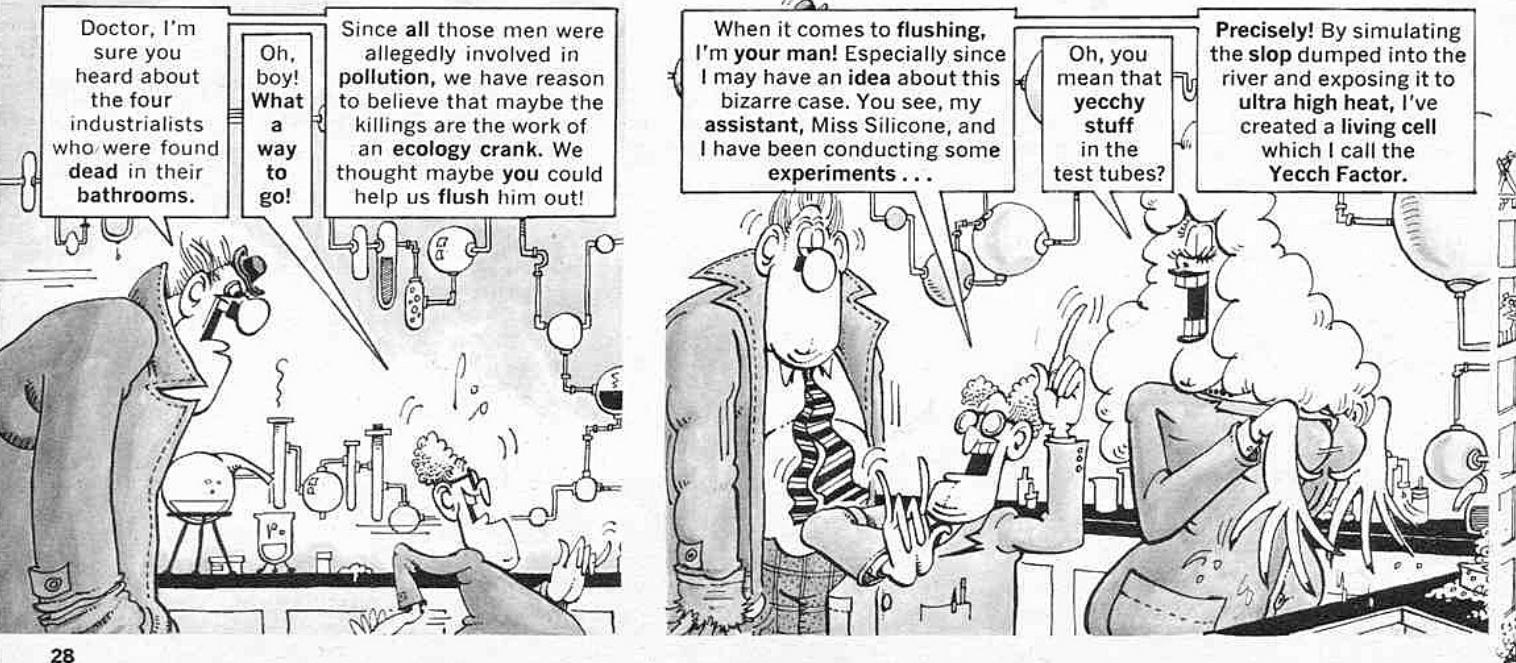
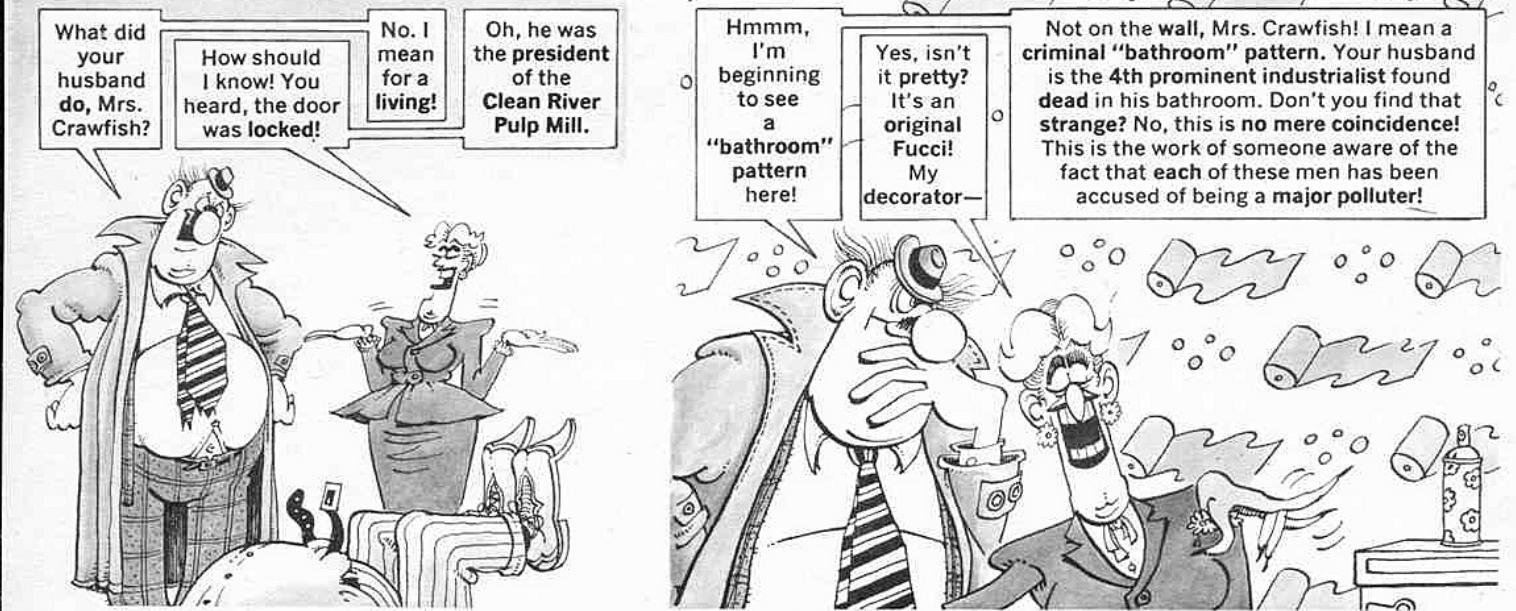
Now, did anything unusual or suspicious happen?

Well, he started to scream, but he usually does when he reads the financial pages. But when he didn't come out for three hours, I began to worry. That's a long time, even for Norman!

There's no way anybody could have gotten in here. Lieutenant, the door and window are locked from the inside! Do you think maybe it was a suicide?

With a plumber's helper? It would be the first time in history a guy plunged himself to death!





That's all very interesting, Doctor, but what has this got to do with the killings?

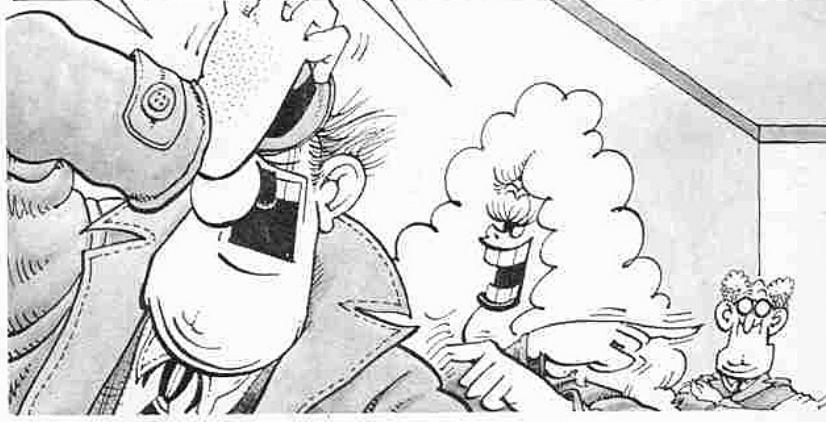
Well, this may sound crazy, but perhaps the waste and gook dumped into the river, heated by the boiling water from the atomic furnaces, has created a living organism similar to the one I've developed, except on a much larger scale. This creature, evolved from man's pollution, is taking revenge on the people responsible for destroying the elements.

See? How can you help but love such an adorable kook!

You're right, Doctor, your theory does sound crazy!

Wait, he hasn't even got to the crazy part yet! Ask him how the monster gets through locked doors!

Doctor, my years of experience in criminal work have taught me to ask questions that may seem unimportant, but are, in reality, very important. Questions like: "How does the Monster get through locked doors?"



This is the crazy part

He enters and leaves through the john!

Hmmm, that could explain it.

It's for you, Lieutenant!

Lieutenant Koomsh, here . . .

Patrolman Finster, sir! We've got a problem down here in the Men's Room at Penn Station!

So call Roto-Rooter! Don't bother me with these things! I'm busy with four homicides and a crazy doctor!

But sir, the problem is



What kind of problem is "YAAA—AAAAA—EEEEEE—HHHHHH," Finster?

That scream sounded like he was being attacked by something horrible!

Hmmm, my calculations are off a trifle! I figured our monster would go berserk and start attacking the general public in about twenty minutes.

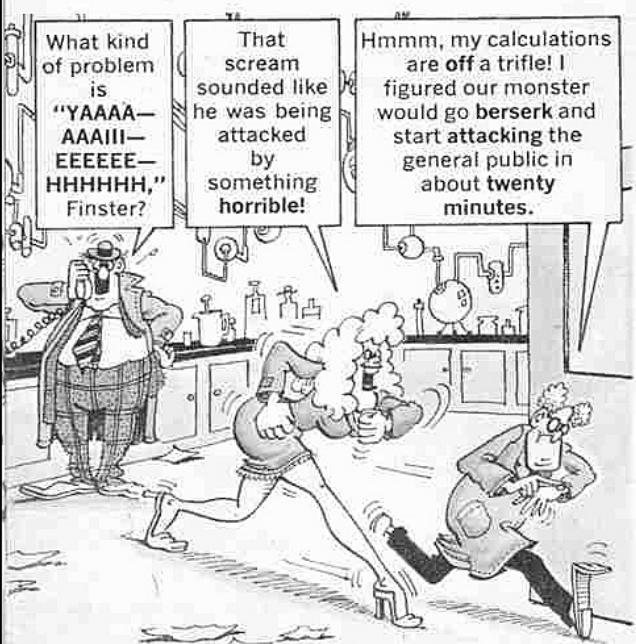
What's going on around here, officer?

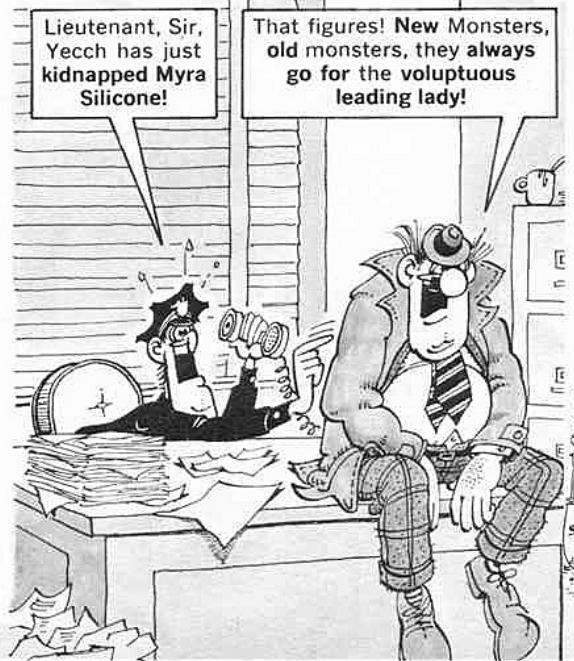
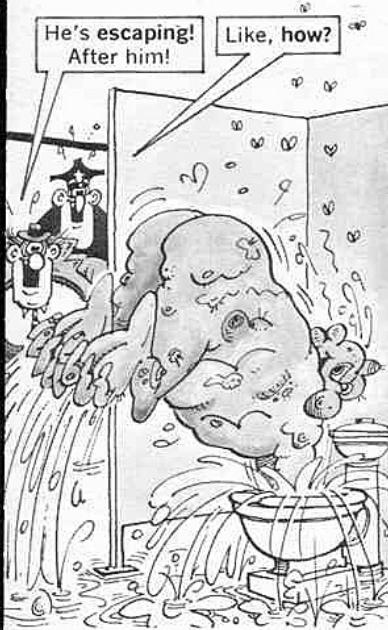
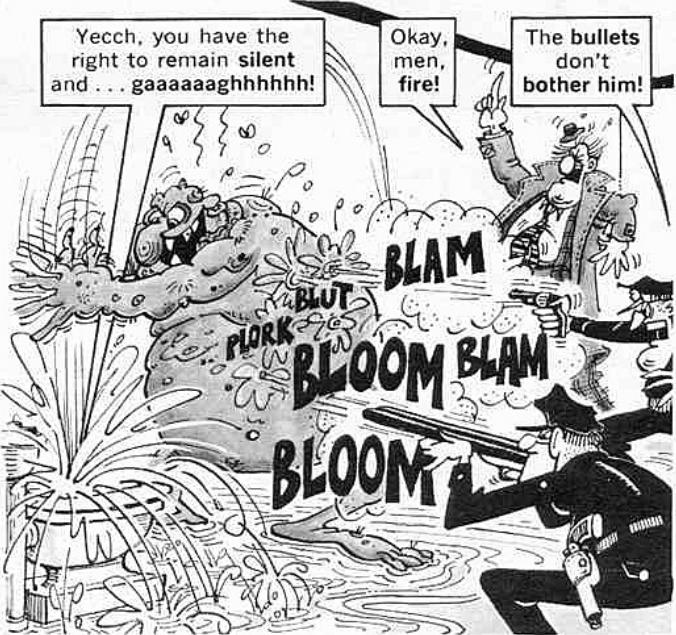
There's a horrible monster running amok in the Men's Room, Sir!

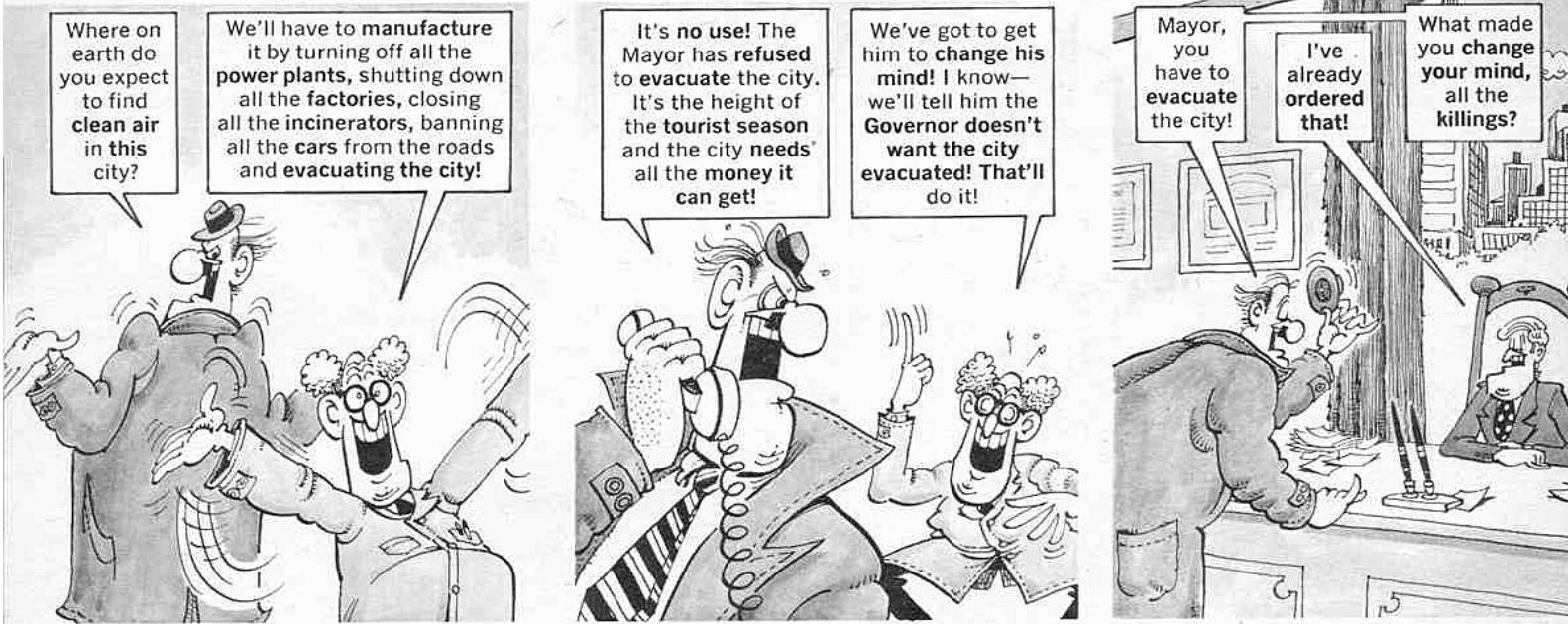
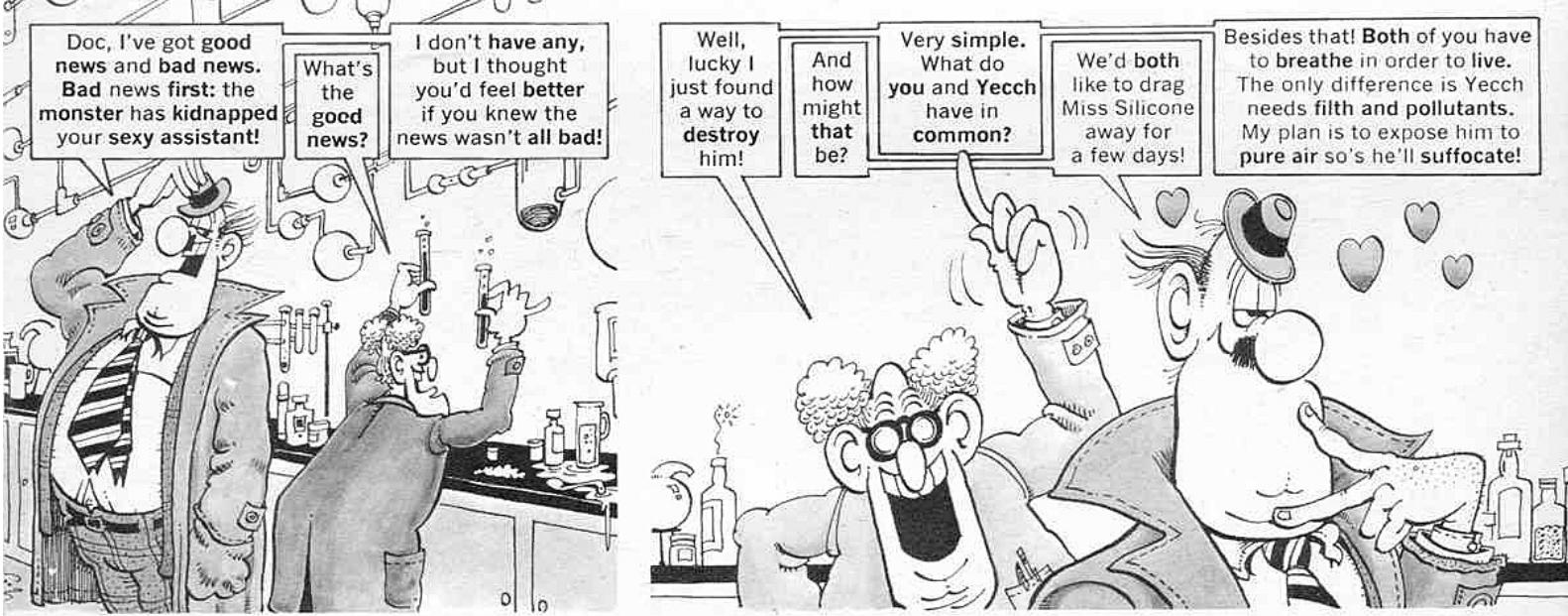
You sure it's not one of those Women's Lib dames demanding equal rights or something?

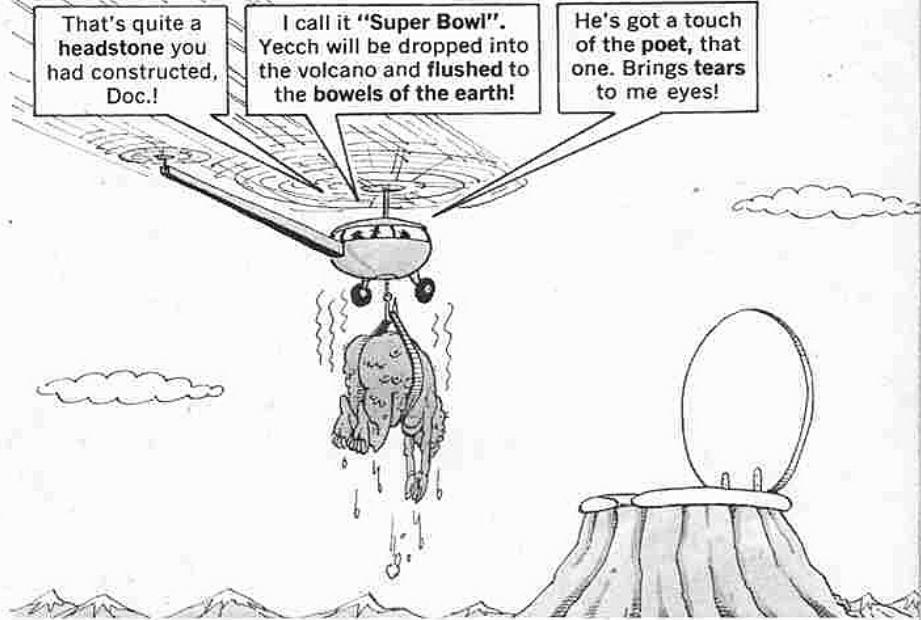
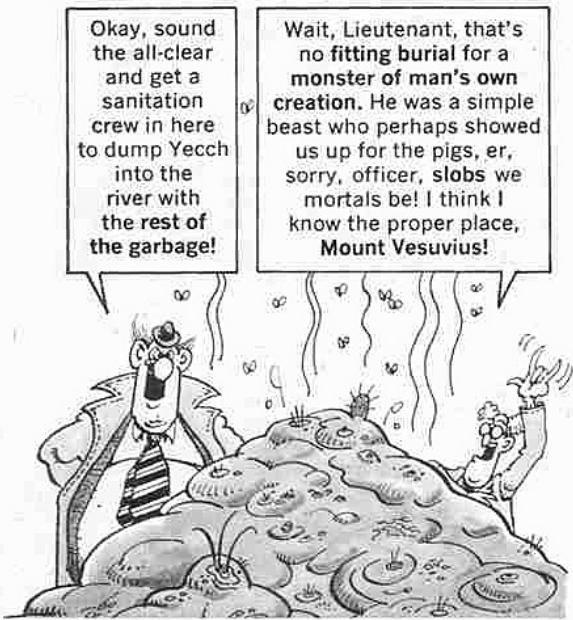
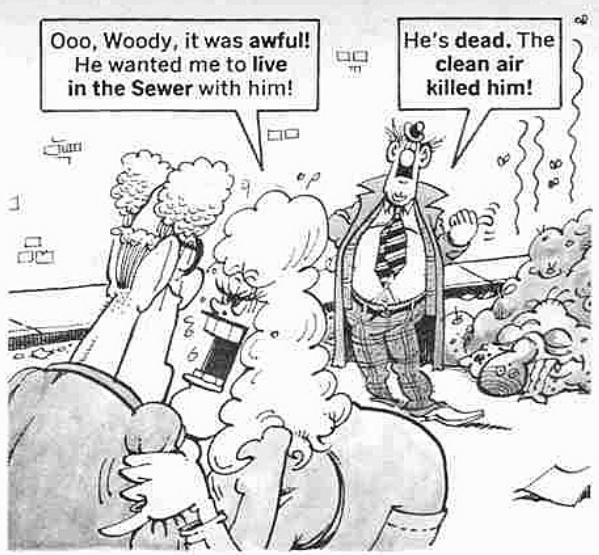
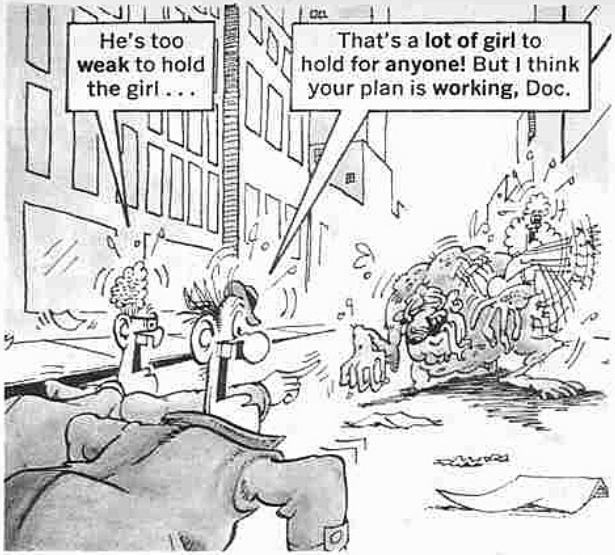
Good Lord, look at that disgusting beast!

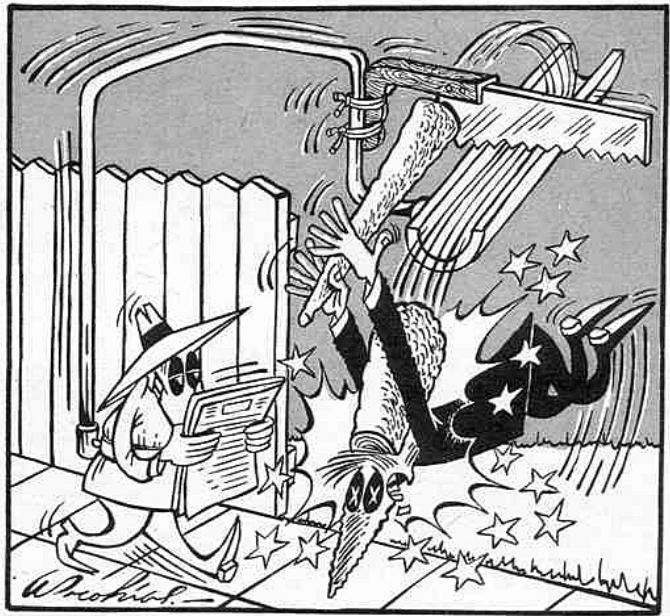
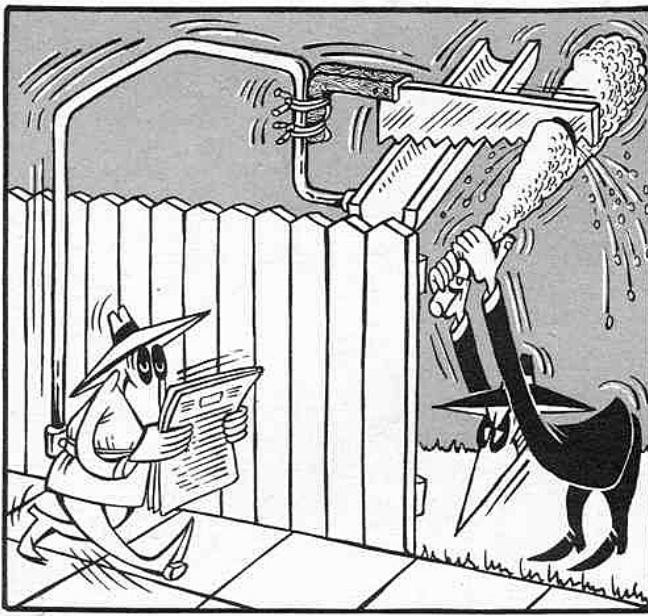
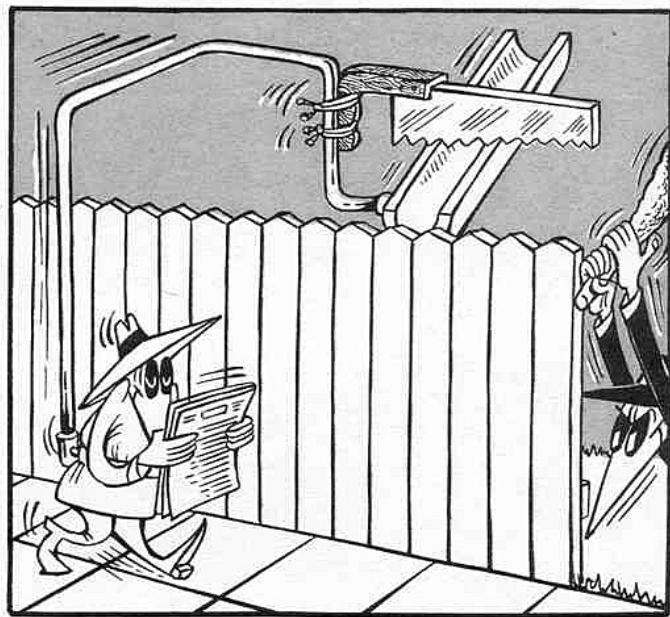
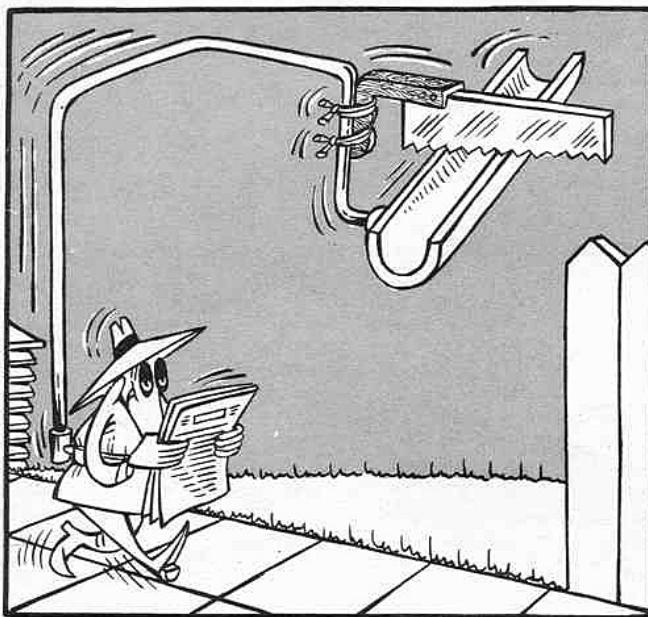
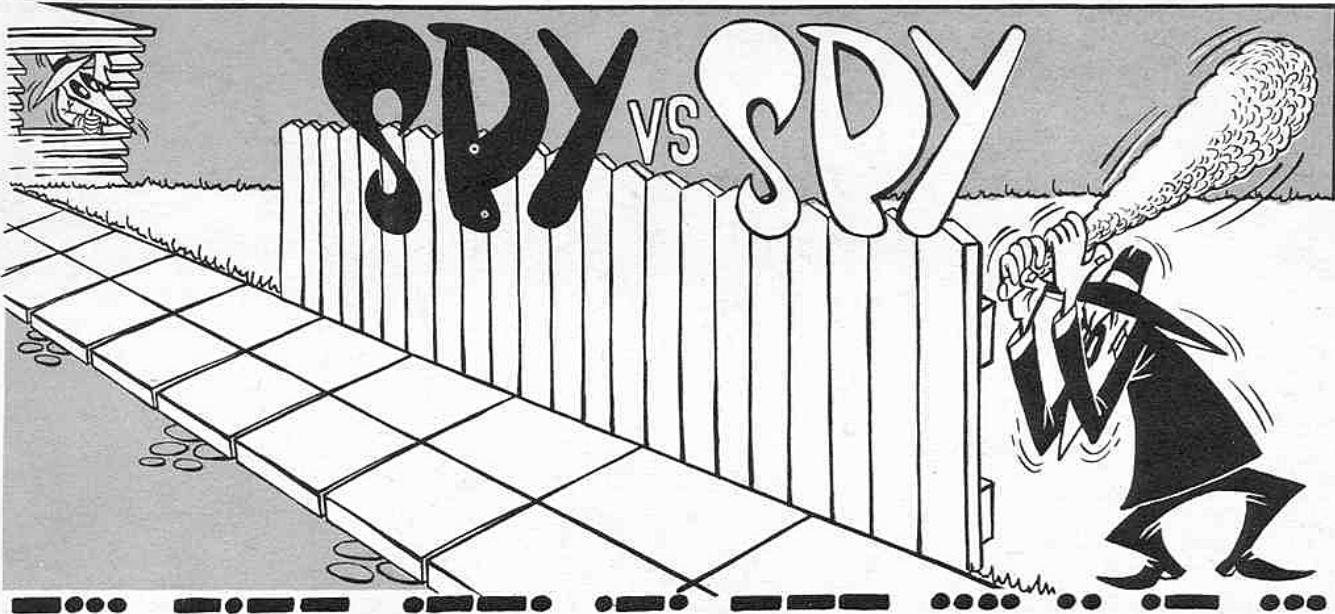
It's a Yecch all right!









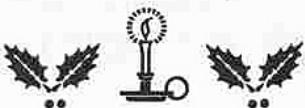


HOLIDAY JEER DEPT.

MAD'S 1973 CHRISTMAS



As Christmas rolls around again
and New Year's Eve is nigh,
We offer up this rondelay
to those we glorify;
Despite the fact that Santa Claus
prepares a lengthy list,
Herewith are gift suggestions
for some folks he may have missed:



For Richard Nixon and his mate
A weekend at the Watergate,
And should they weary of the scene,
We'll toss in Mitchell, Hunt and Dean;
We're stripping Mickey Rooney down
To pose for Helen Gurley Brown—
He'll be the perfect choice in case
Her magazine is tight on space;
Let's send a vocal coach or two
To Gifford and to Dandyroo,
And then let's buy and giftwrap well
A Midas Muffler for Cosell.

We'll rip off someone's souped-up Honda,
As a present for Jane Fonda,
Hoping that it won't be lacking
Noise to drown her endless yakking;
Next upon our Yuletide list
Is Steinem, big-shot feminist;
We think we've found a gift that fits—
A set of towels, marked "Hers" and "Its";
To swimmer Spitz we next bequeath
A set of drills for pulling teeth—
He can't do worse in dentistry
Than what he's doing on TV.

We'll send Charles Schulz an armored car
Or maybe one huge cookie jar
To hold the cash he's pulling down
From merchandising Charlie Brown;
We've found a gift that's really keen
For Linda Lovelace, porno queen—
She'll be surprised come Christmas Day
When she gets 20 guys—all gay;
For Liz and Dick, that split-up pair,
We've got a gift that both can share—
We're taping them a serenade
Of records Eddie Fisher made.

RISTMAS POEM

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS

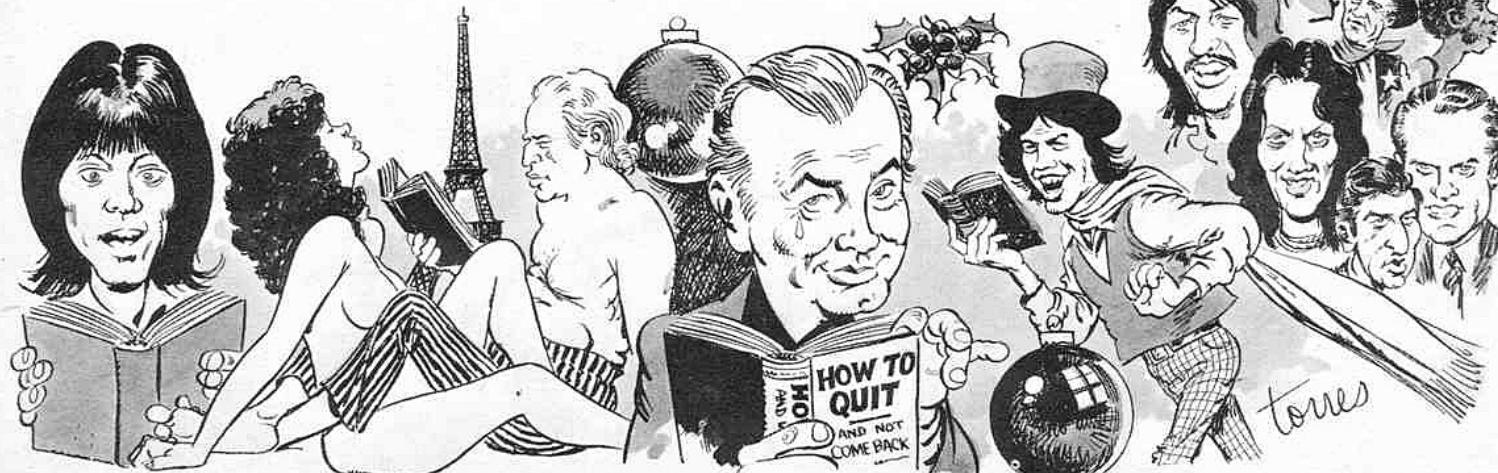


Let's send our friends, the Japanese,
A million RCA TVs—
They'll be so happy to have found
That *they've* become a dumping ground;
And how about a tasty knish
Or maybe some gefilte fish
To make a proper year-end feast
For Arabs in the Middle East;
Economists in Washington
Should find a trip to Europe's fun—
When they return, we'll ask each gent
How far their U.S. dollars went.

Good books, of course, are very nice
And many offer good advice;
We've one for David Cassidy
Called "How To Get Through Puberty;"
For Brando we've a tome unique
Called "How To Hide An Old Physique;"
A book for Paar sits in our stack,
Called "How To Quit—And Not Come Back;"
There's still one book we have to find
To give Mick Jagger peace of mind—
We thought that it might do him good
To read "The Joys of Fatherhood."

Because we've got a Vietnam peace,
Bob Hope's announced his trips will cease;
In hopes he'll entertain once more,
We're giving him a brand-new war;
We've picked a gift to show we're fond
Of Roger Moore, the new James Bond—
The next 12 months he's getting free
Instruction from Sean Connery;
And let's remember Johnny Cash,
Whose ev'ry record is a smash—
We're sending him this holiday
A year's supply of nasal spray.

We've left out many folks, we fear,
Like Ringo Starr and Germaine Greer,
Kareem Jabbar and Al Pacino,
Billy Graham and Lee Trevino,
Spiro Agnew, Robert Young,
The Prince of Wales and Mao tse-Tung,
John Chancellor and Monty Hall,
The Boston Pops and Lucille Ball,
John Wayne, Bill Cosby, Howard Hughes,
And countless others in the news;
To those we've skipped, be of good cheer—
We'll get to you another year.



WISE GUIDE DEPT.

MAD has come up with a device to shake up those indifferent and incompetent people you too often find yourselves at the mercy of. It's called a "Rattler". A Rattler is not something you use on the Innocent, but rather as a Defensive Weapon on people who intimidate you: the surly cab driver, the wise-guy waiter, the nasty sales clerk . . . anyone who has developed an inverted snobbery about his work and views anyone less expert as an inferior. If you run into such a person, why not try out some of these . . .

MAD R

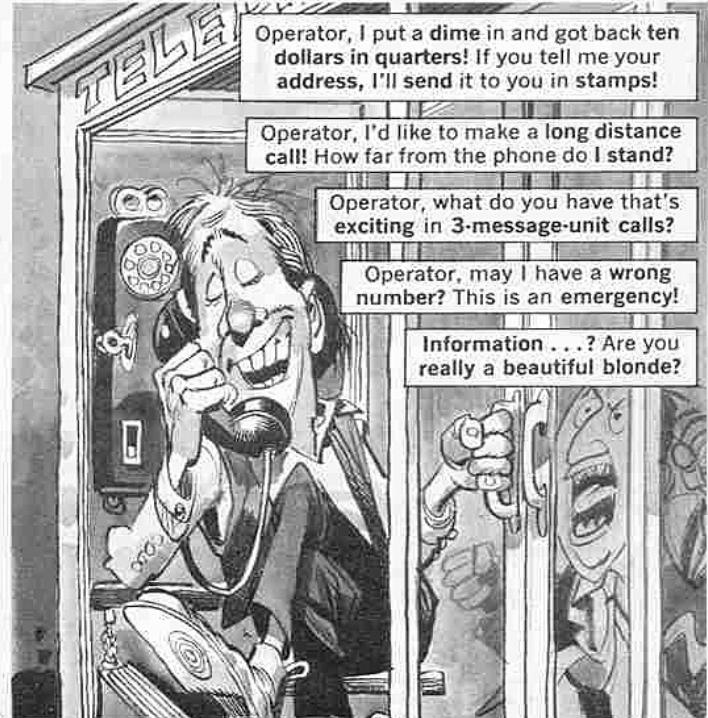
...FOR SHAKING UP WAITERS AND WAITRESSES



...FOR SHAKING UP BARBERS



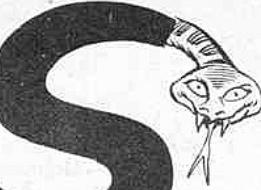
...FOR SHAKING UP TELEPHONE OPERATORS



ATTLERS

ARTIST: JACK DAVIS

WRITER: LARRY GORE



...FOR SHAKING UP SALES HELP

Does this come with two pair of pants? The TIE, I mean!

Do you have anything that's marked down to "FREE"?

I'd like to see something terribly overpriced!

I'd like to get this exact same suit
... but in a completely different style!

I need a complete new wardrobe!
Can you recommend a good store?

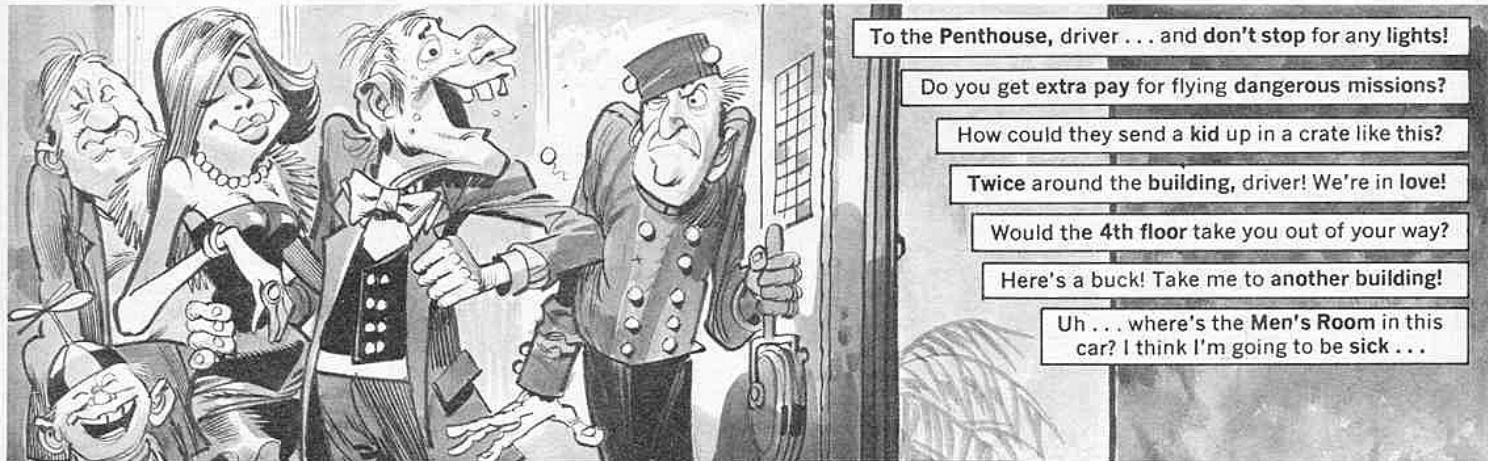
Do you have something much too
large for me! I love alterations!

How soon can I return this?

May I charge this . . . to YOU?



...FOR SHAKING UP ELEVATOR OPERATORS



...FOR SHAKING UP CAB DRIVERS

I'm from out of town! How about a tour of your famous slums?

Driver, drop me off at the nearest cab! I'm in a hurry!

Is it true that in this State, tipping is illegal?

That's the second pedestrian you MISSED!
Are you sure you haven't been DRINKING?

Stop the cab! That's not your picture!

Drive slowly! I'm looking for a date!

Would you mind turning off the meter?
The ticking gives me a headache!

Where's the Men's Room in this cab?
I think I'm going to be sick . . .



WHAT'S IN A

DOW-JONES

IMPERIALISM

WOMEN'S LIBERATION MOVEMENT

WEIGHT WATCHERS

FOREIGN POLICY MAKERS

MID-EAST SITUATION

BRITAIN

WELFARE SYSTEM

NAME?

PART
TWO:
INSTITUTIONS

CONCEIVED BY:
MAX BRANDEL

DEMOCRACY

SOVIET UNION

THE FRENCH CONNECTION

THE GREAT AMERICAN SUCCESS STORY

AIR POLLUTION

PUBLIC RELATIONS

CURRENT MEDIA OUTPUT

ABORTION

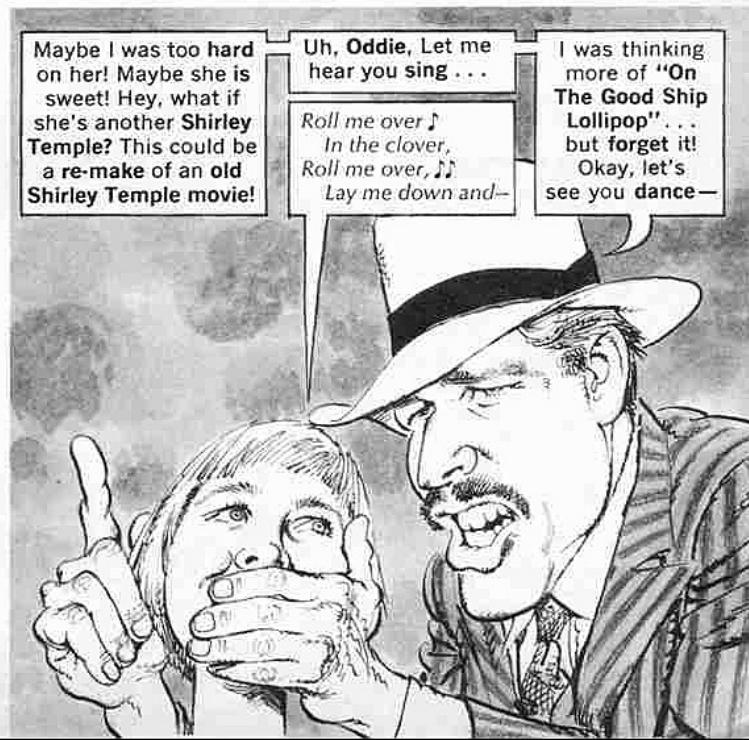
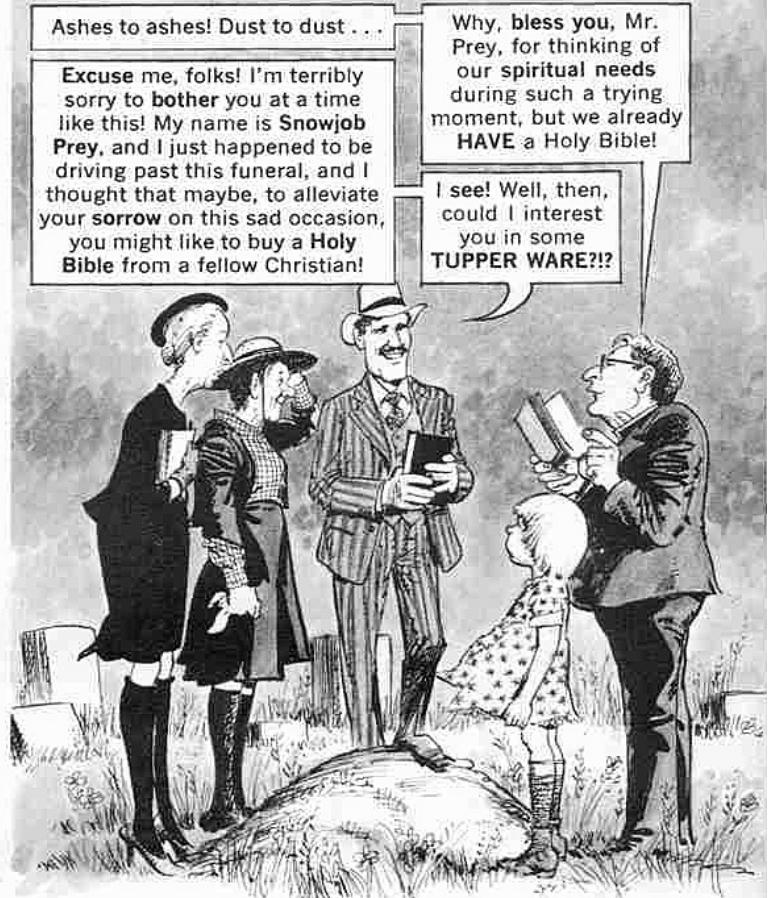
Hi! Remember me?
Don't let the
moustache fool
you! I made you
cry your **eyes** out
a few years back
in "Love Story"!
I also made a
million bucks!

Listen, I know
that movie was
awful, but I'm
not apologizing
for it! Because
being a **million-**
aire means never
having to say
you're **sorry**!

Anyway, in this, my
latest film, I play
a small-time **con-man**
during the 1930's,
who travels around
the country with a
little girl, trying
to take people for
everything they got!

Let me tell you, it wasn't easy
locating the right kid to play
the little girl! But after an
exhaustive talent hunt that led
me across the length and breadth
of my **Beverly Hills** home, I fi-
nally managed to find her! She's
a fantastic actress, a wonderful
trouper, and mainly my **daughter**!

And now . . . get
ready for **MAD's**
version of the
movie about a
con artist who
turns out to be
a total **idiot**!
In fact, **MAD**
calls him the—



"CAPER COON"

Mr. Prey, this is Oddie Bodkins, the daughter of the woman who died! Poor tyke, she's an orphan now, and she's gonna have to live with her Aunt in Missouri!

Glad to meet you, Oddie!
Er . . . how old are you?
Er . . . you go to school?
What class are you in?
Do you have any friends?
Do you come here often?

I was thinking, maybe you'd drive her to the station!
I was thinking, maybe they buried the wrong member of the family!

What do you say, Mr. Prey?
Will you drive her?
No way! Look at that face!
I'd be mugged before I turned on the ignition!

She's really a sweet little girl! She's just a bit upset! On top of everything else, Spot ran away from her today!
That's too bad! She lost her little pet, too?!?
Yes, but he'll turn up! After all . . . how far can a snake travel?

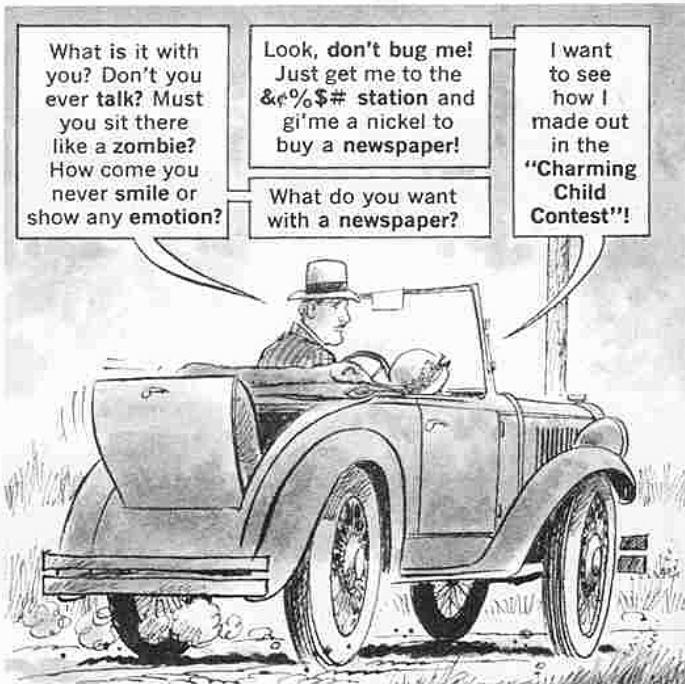


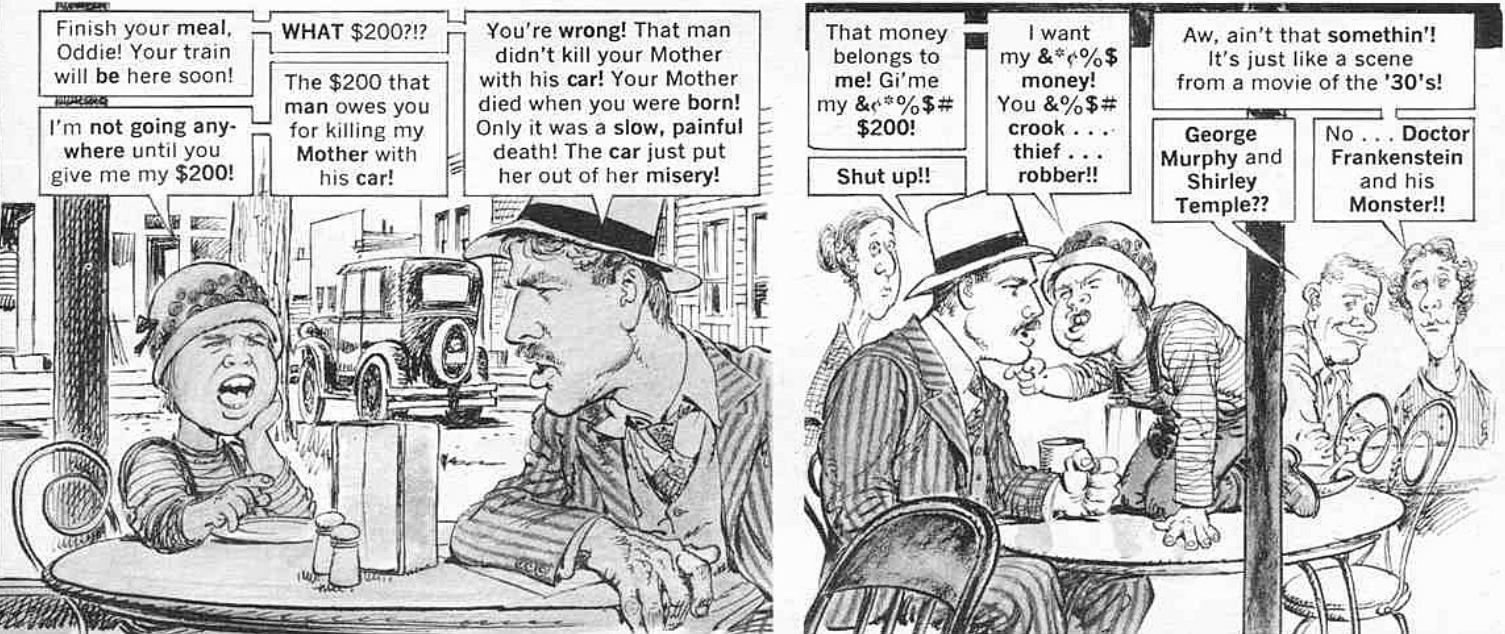
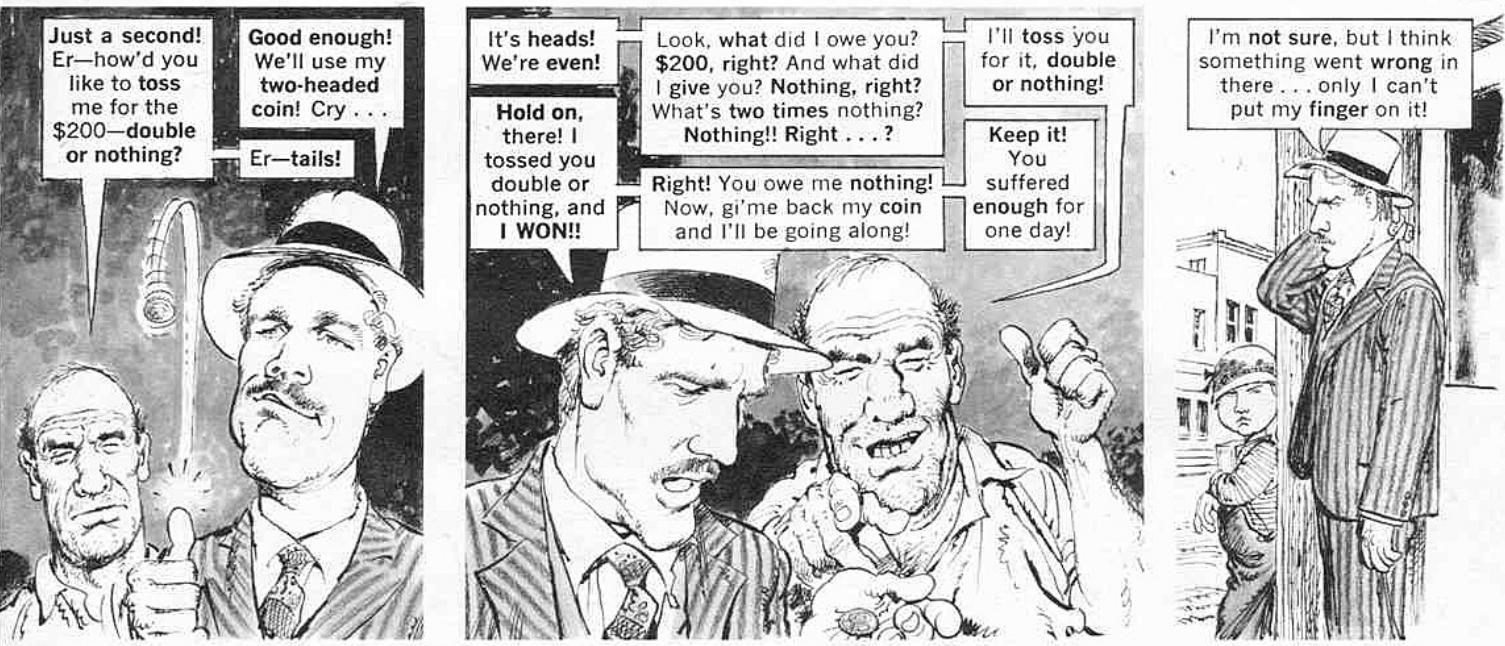
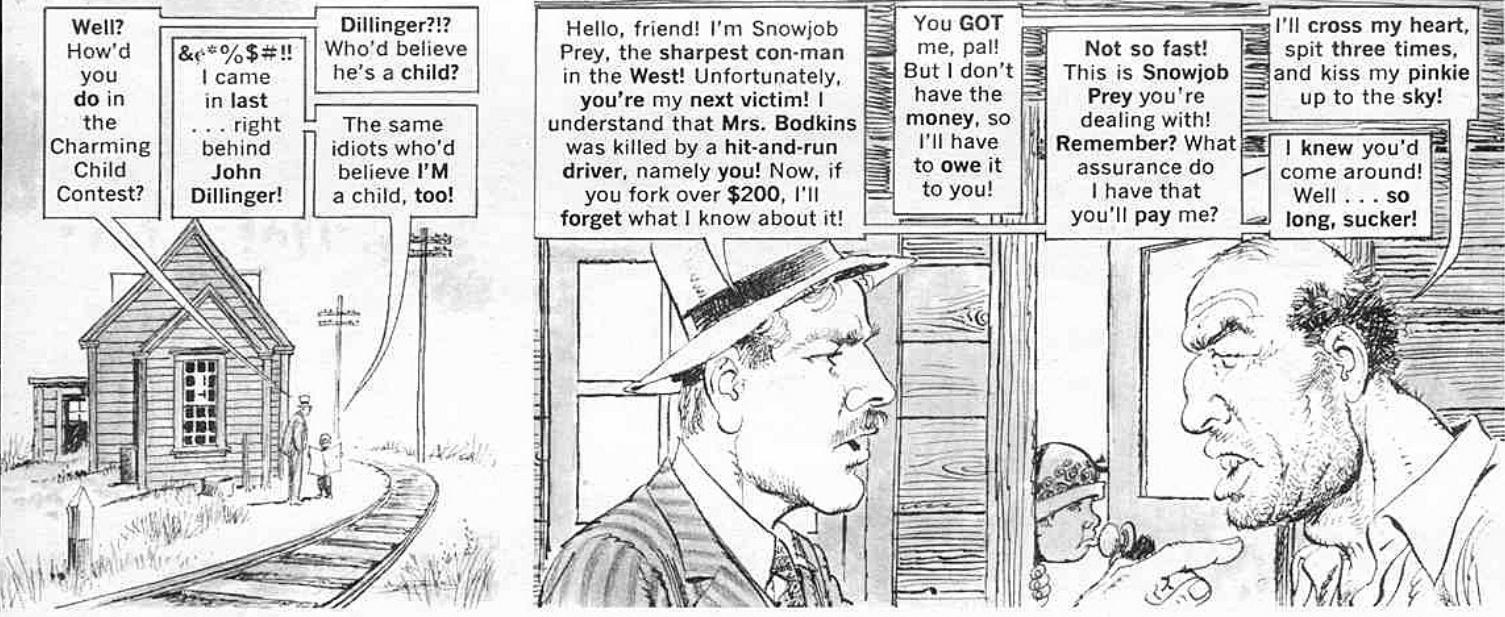
Good Lord! If she ever saw this, Shirley Temple would turn over in her grave!
But . . . Shirley Temple is still living!
Not any more! That SINGING killed her!!
C'mon, brat! Let's go . . .

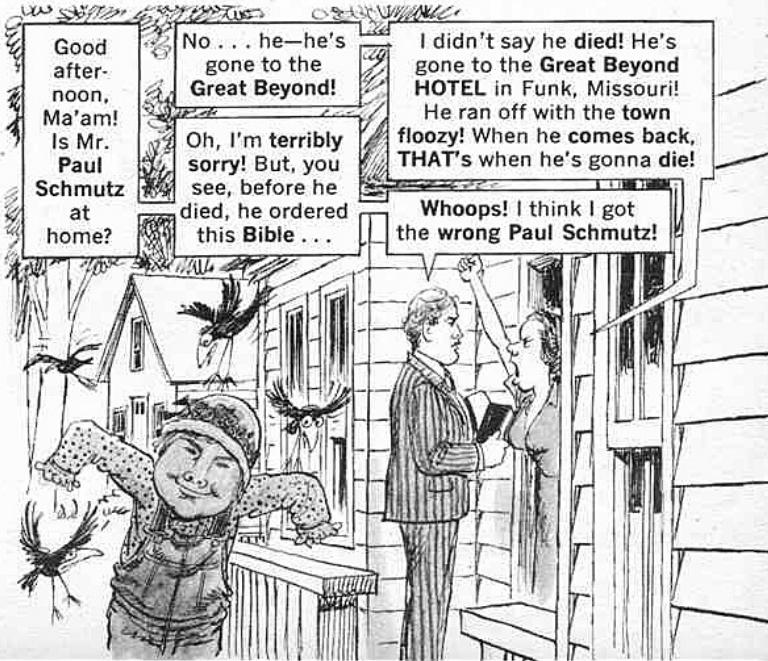
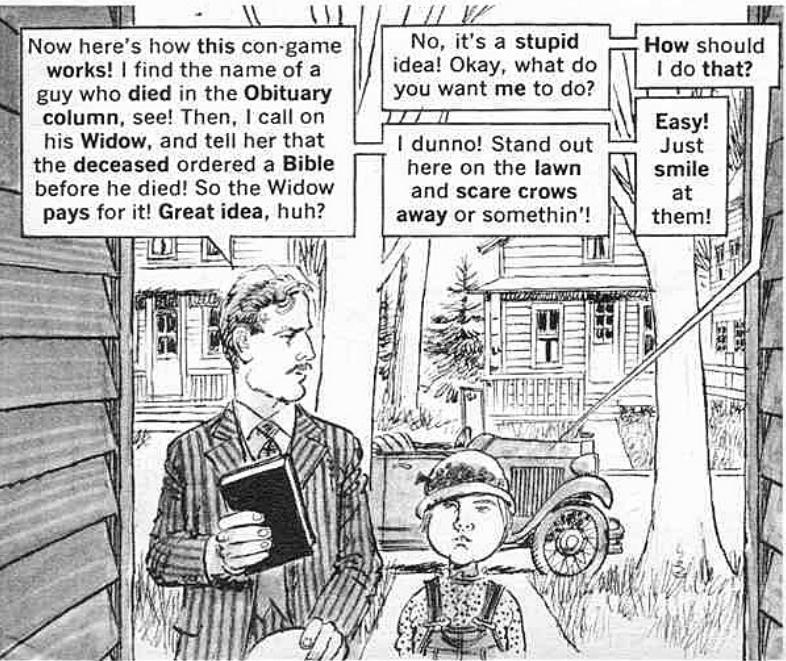
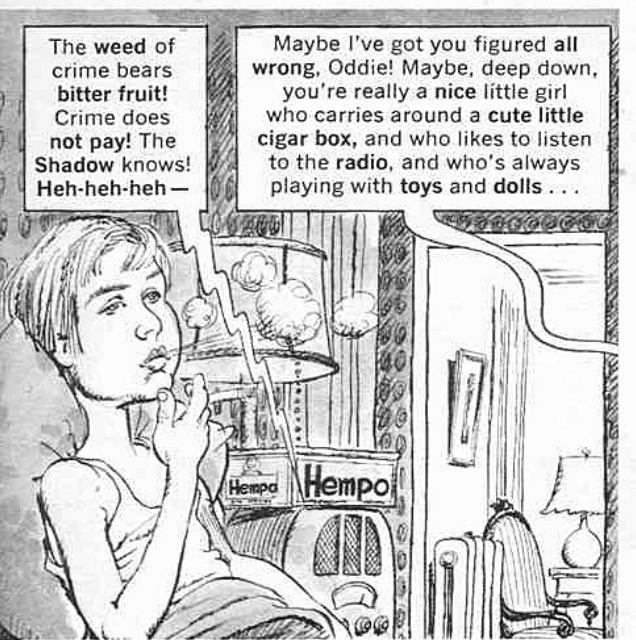
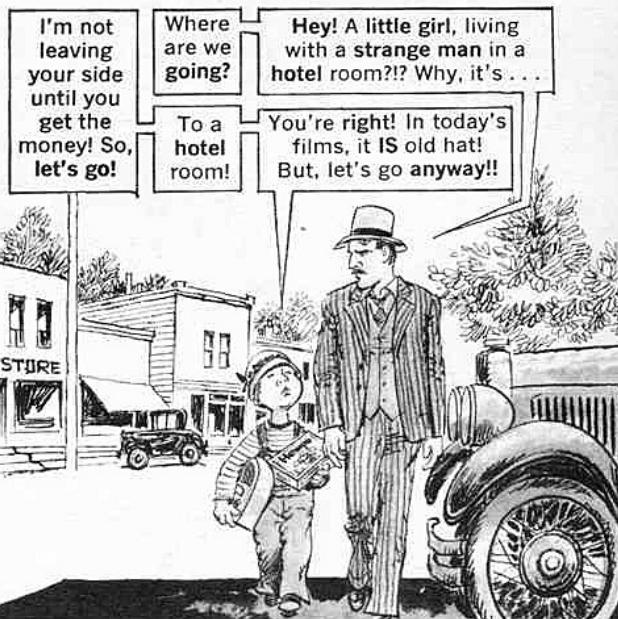
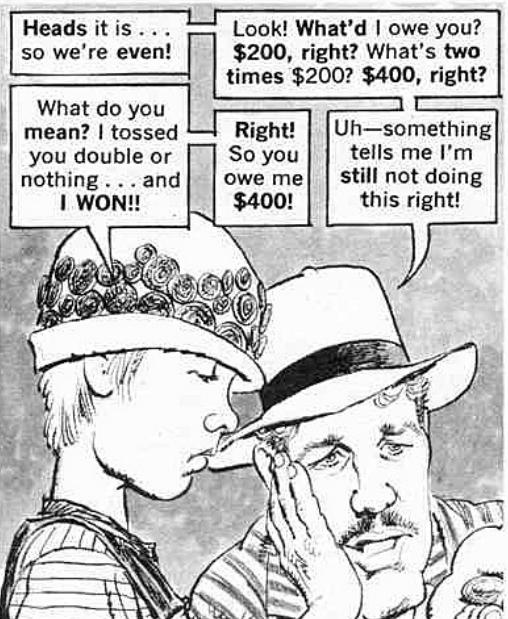
What is it with you? Don't you ever talk? Must you sit there like a zombie? How come you never smile or show any emotion?

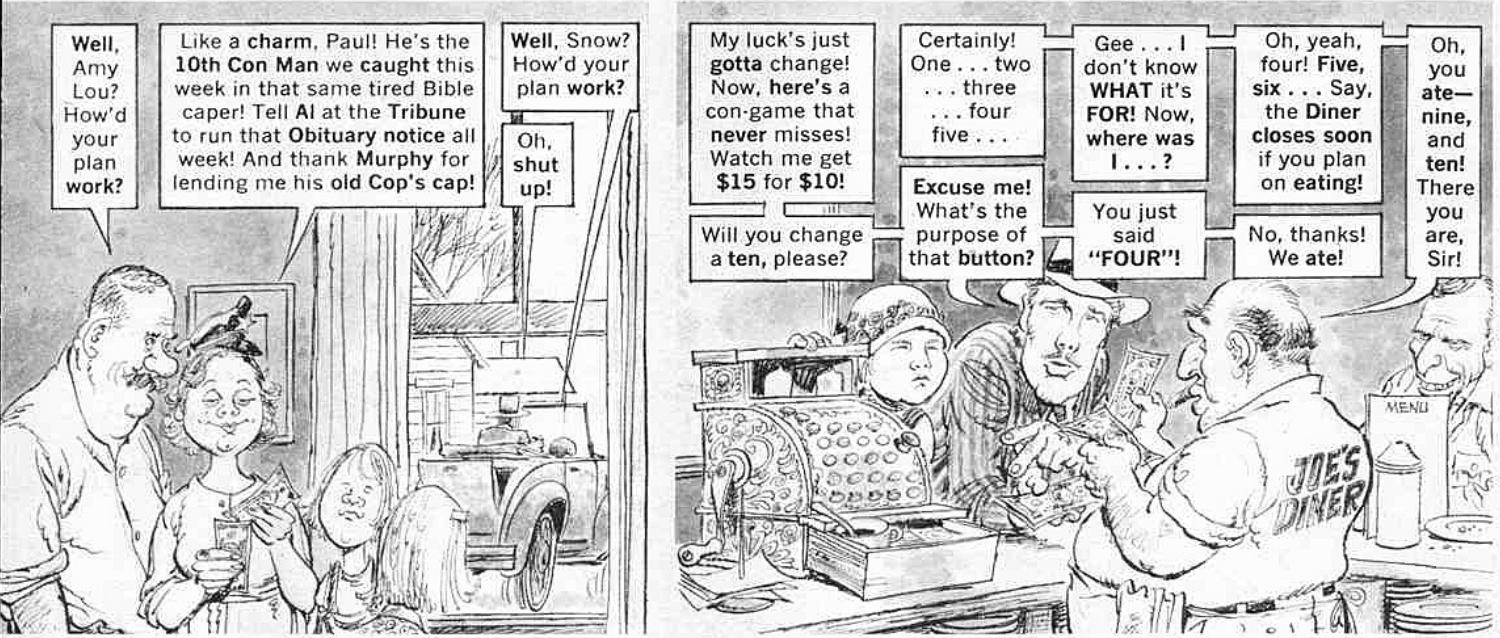
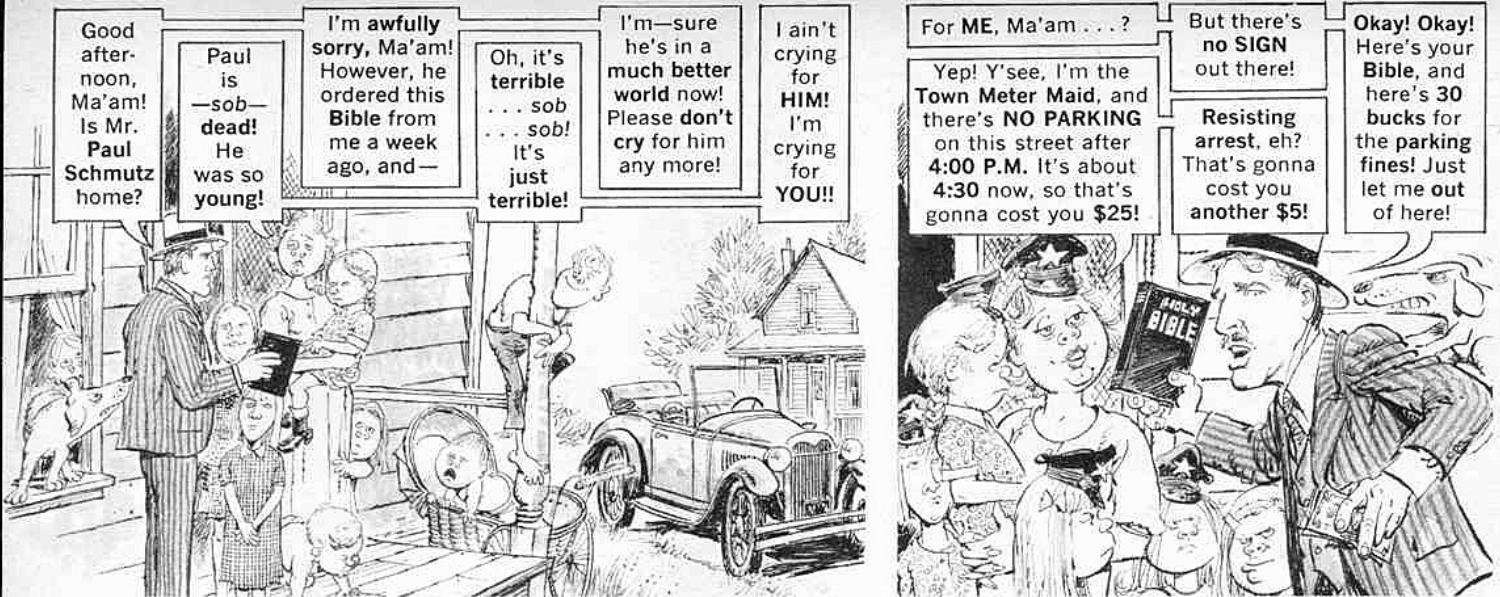
Look, don't bug me! Just get me to the &%\$# station and gi'me a nickel to buy a newspaper!
What do you want with a newspaper?

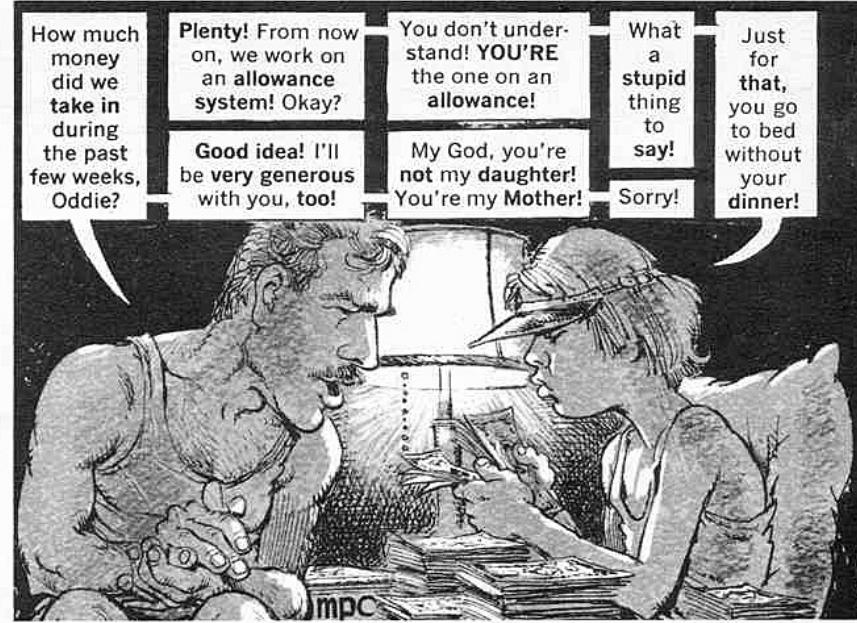
I want to see how I made out in the "Charming Child Contest"!!











Oddie, this is Pixie Ignite, and her servant, Unguentine! They're going to be traveling with us! Pixie is a Professional Dancer!!

I don't know about dancing, but she's a professional, all right!

Mah, mah! Aint' she purty! How old is she?

Nine . . . going on forty-one!



How come I have to sit in the back! You, I can understand! But why me?

It's Miss Pixie's idea! She's a real terrible woman!

Why do you work for her?

I dunno! I guess things could be worse!

How . . . ?

Well . . . I could be workin' for YOU!



We gonna stop off in a li'l ol' hotel in the next li'l ol' town an' we gonna have a peck 'a fun, ain't we, Snow?

She's not only a terrible person, she's also stupid!

Where does she come from?

How come she's got a Hillbilly accent?

I TOLD you she's stupid!

London, England!

We gotta break up this thing between Snow an' Pixie! She's gonna do terrible things to him!

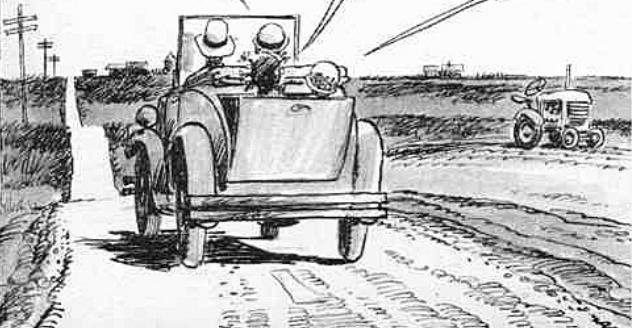
You're wrong! She's very GOOD at what she does!

I got an idea! I'll tell the desk clerk Pixie has the hots for him! Then, when he goes to her room, I'll tell Snow! He'll walk in and get jealous, Pixie will get embarrassed, and that'll be the end of the affair! What do you think?

Sounds okay, except for one thing! What makes you think Pixie'll get embarrassed?

Don't you see? There'll be two men in her room!

Are you kiddin'? She's so cool, she took on the whole Police Force of Wichita while she was readin' a book!



THAT's who you're gonna fix up with Pixie?! I get the feeling he doesn't go out much!

Hi, there! How would you like a date with a gorgeous, sexy girl?

I'm all yours, Baby!

Not with ME, Stupid! I'm 9 years old!

Listen, who's perfect?

What did I tell you?



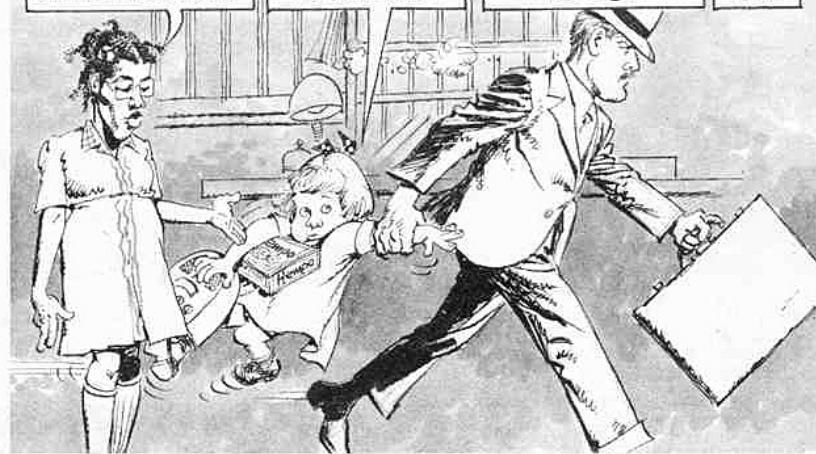
I see it worked like you planned! What happened? Did the clerk go to Pixie's room, and Snow walked in on them?

No, the clerk went to Snow's room by mistake, and Pixie walked in on them!

What was he doing in Snow's room when she walked in?

Proposing marriage!

See? I TOLD you he doesn't go out much!



Listen to me, Oddie! Everything's gone wrong since I tied up with you! You've destroyed my manhood, you ruined it for Pixie and me, and all of my con-games keep failing! Now, I got one more caper up my sleeve . . . which is gonna be my biggest one yet! If you ruin this one, you're gonna join your Mother in Kansas!

You mean join my Aunt in Missouri! My—my Mother is dead, and buried in Kansas!

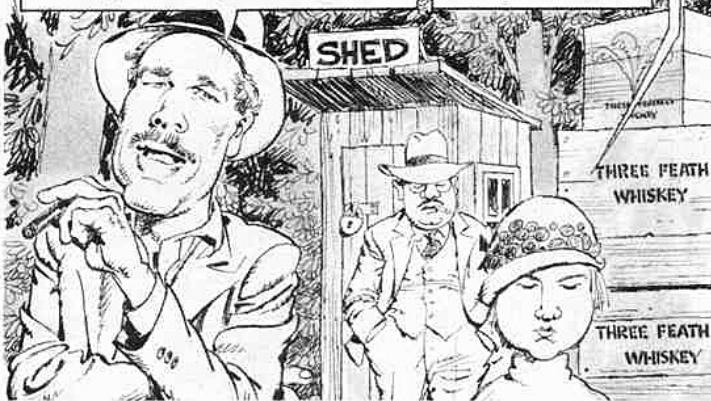
You HEARD what I said!



Now, listen! I got a brilliant plan! You see this whiskey? I stole it all from that shed over there! You see that guy coming? He owns the shed, AND the whiskey! But he don't know I stole it from him! Now, what I'm gonna do is sell him back his own whiskey! What do you think of that?

Forget these kiddie games, Snow! What's the brilliant plan?

You DESTROYED my Manhood!! Now you're working on my BOYhood?!



Hi, friend! How'd you like to buy some booze, cheap?

Okay, I'll give you \$600 for the lot! Wait a minute! Maybe I'd better not! My shed is jammed full with whiskey, and I don't know if I got the room for this!

It'll JUST fit! Trust me . . .

It worked! A caper finally worked!

Look! A Police car . . .

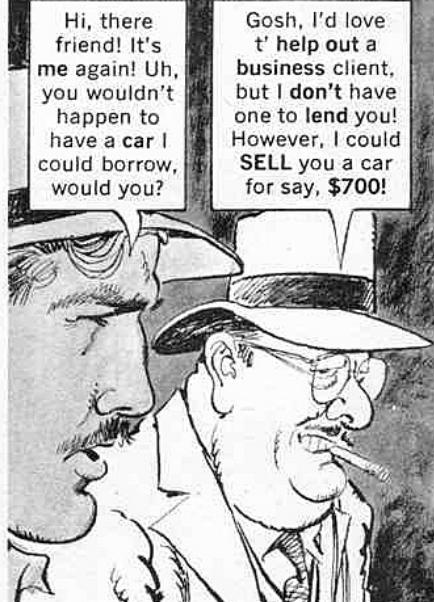
Oh-oh! Somebody must have tipped off the Cops! And the Sheriff in this town has it in for me! Quick . . . into the car . . .

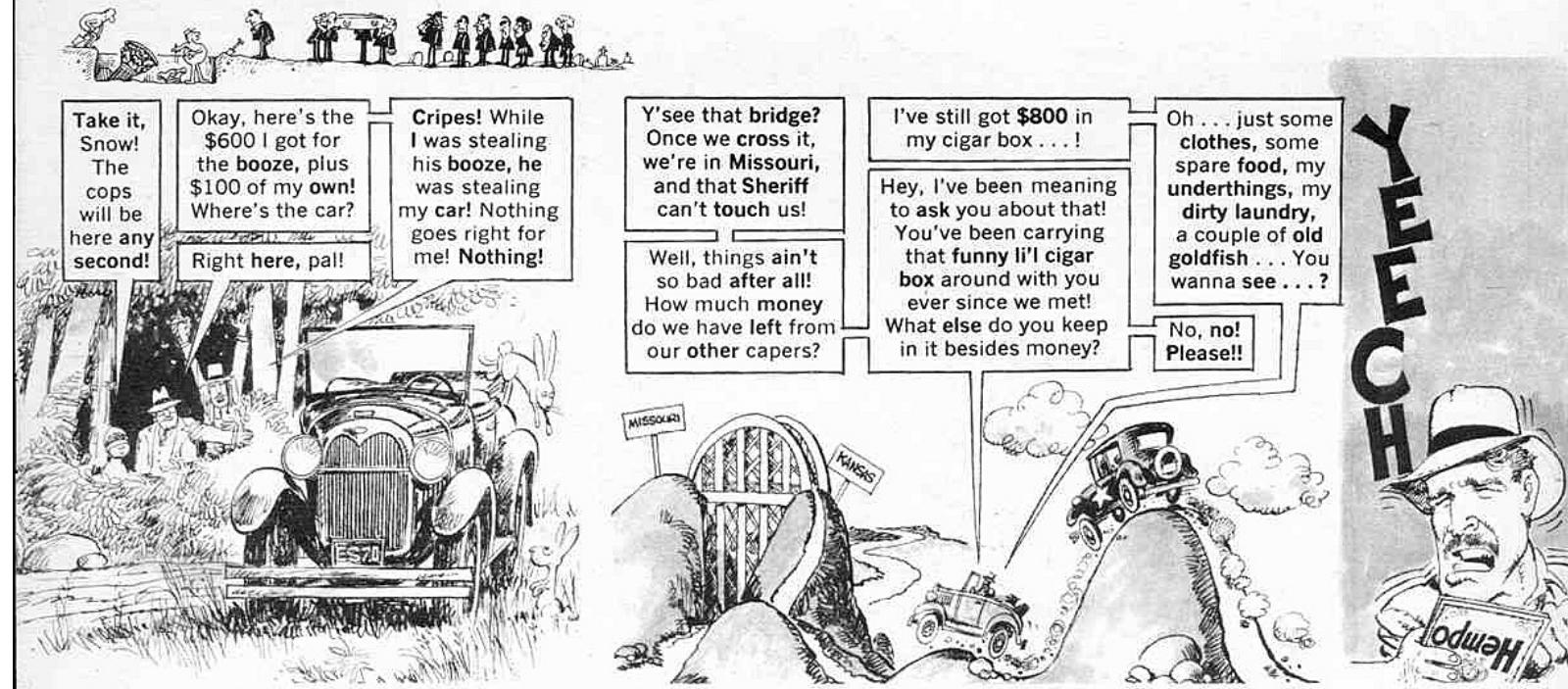
But, the car's gone!

Oh, no! We gotta get out of here!

Hi, there friend! It's me again! Uh, you wouldn't happen to have a car I could borrow, would you?

Gosh, I'd love t' help out a business client, but I don't have one to lend you! However, I could SELL you a car for say, \$700!







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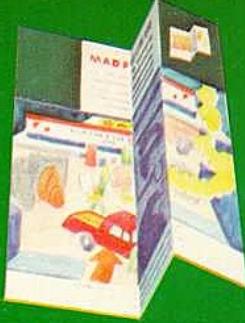
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**WHEN IS
THERE
NEVER A
SHORTAGE
OF GAS?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

The "Gas Shortage" controversy rages on. Some people said that last Summer would be terrible, while others predict that this Winter will be unbearable. But one thing's for sure! There's a certain time of year when the shortage of gas completely disappears! To find out when this occurs, fold in the page as shown at the right.

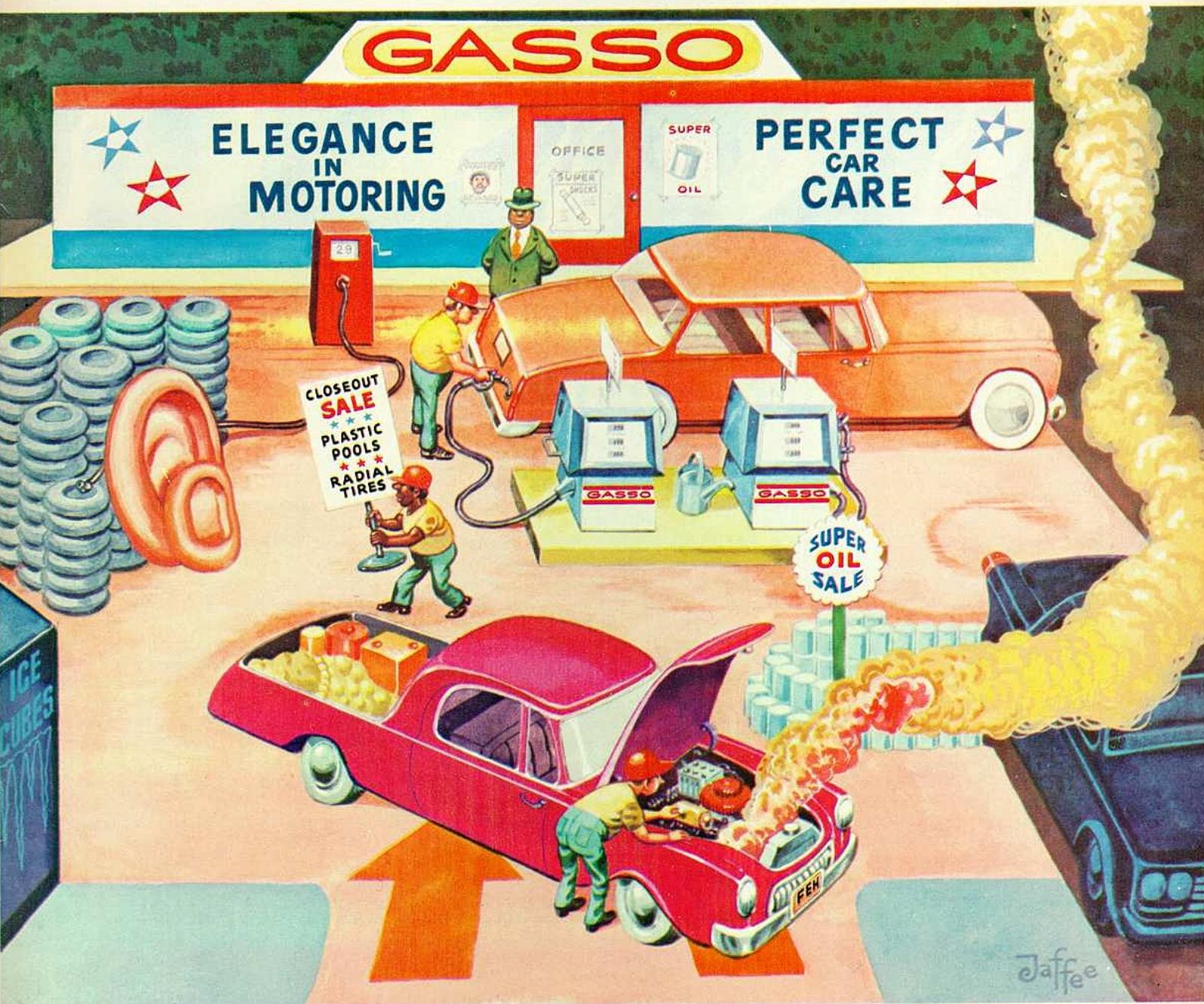


FOLD PAGE OVER LIKE THIS!

A>

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**AMERICANS REGARD "GAS" AS A MOST
ELEMENTARY NECESSITY. THUS, ANY ACTION
THAT REDUCES THIS SUPPLY IS A CRIME**

ARTIST & WRITER:
AL JAFFEE

A>

◀B

CHRISTMAS MORNING-1973

Nothing this year!
Nothing all been very
You've all been very
bad boys! Santa

NIXON

EHRICHMAN

HALDEMAN

DEAN

MICHAEL

COLSON

MAGRUDER